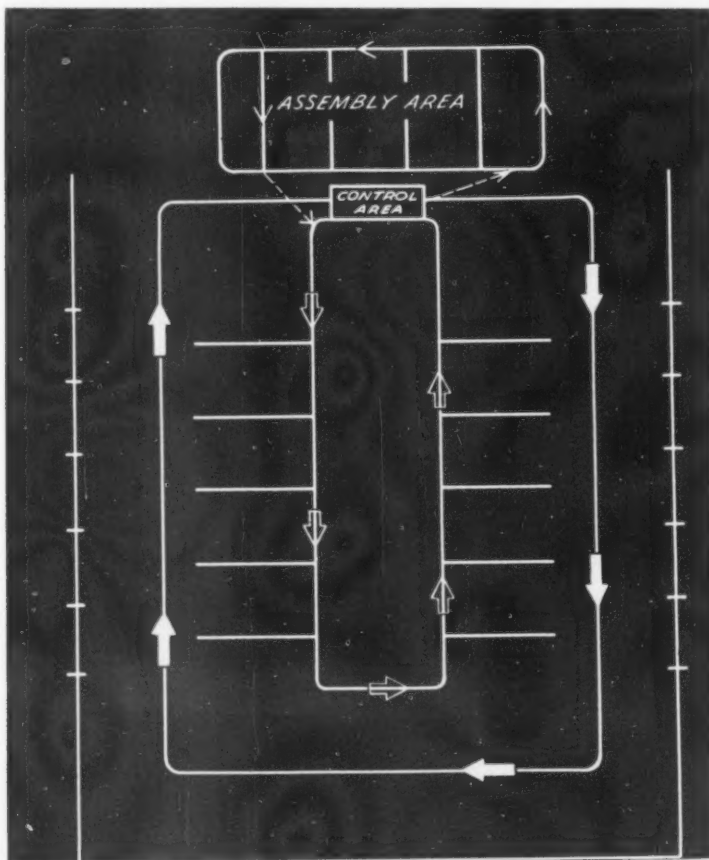


shipping MANAGEMENT

MARCH, 1960



WRITTEN FOR THE SHIPPER AND INDUSTRIAL TRAFFIC MANAGER



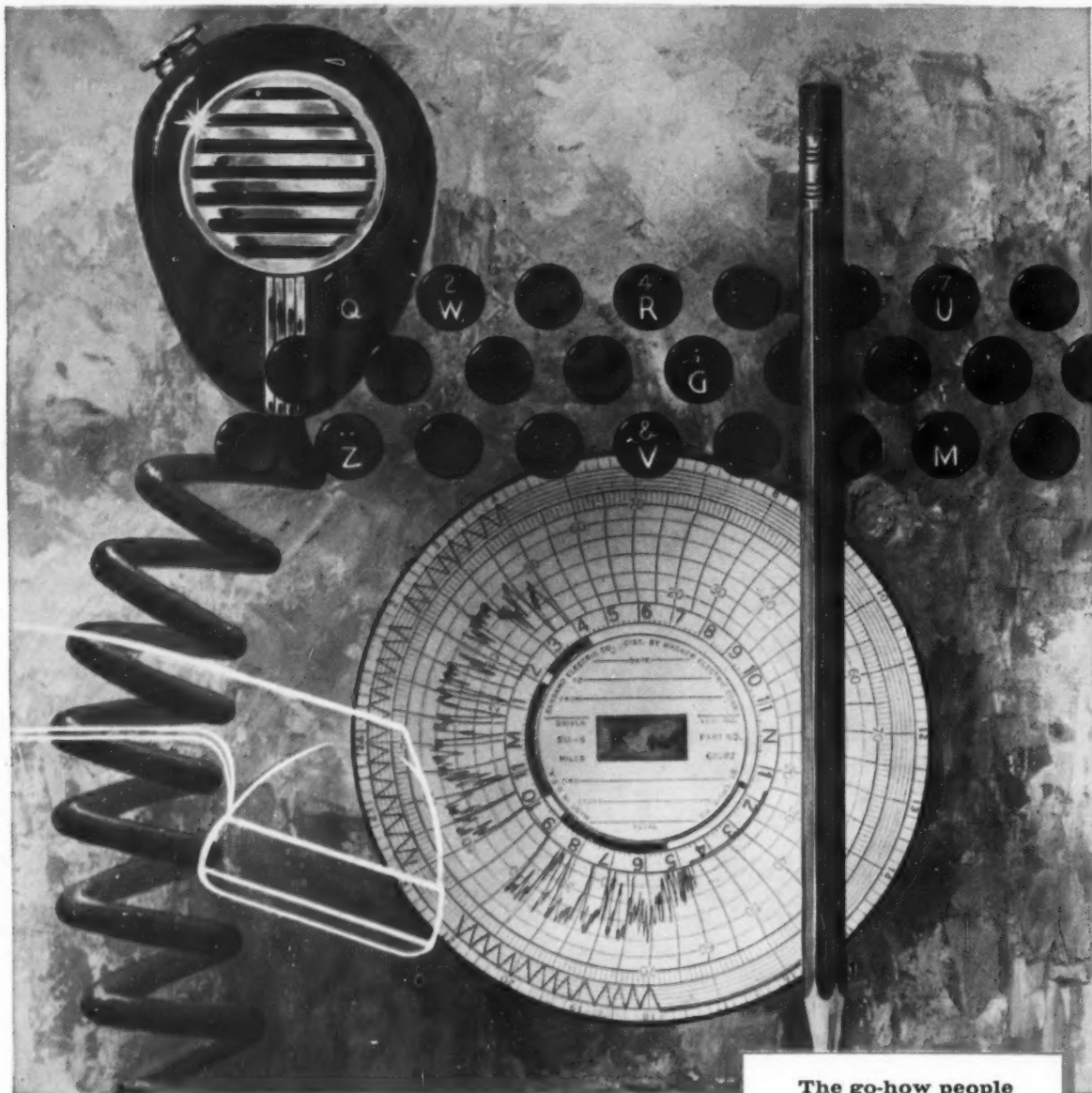
Automation cuts handling, speeds freight at new truck terminal . . p. 8

Why International Business Machines uses chartered airfreighters . . p. 24

Angled truck bays, added office space facilitate shipping at Purolator . . p. 10

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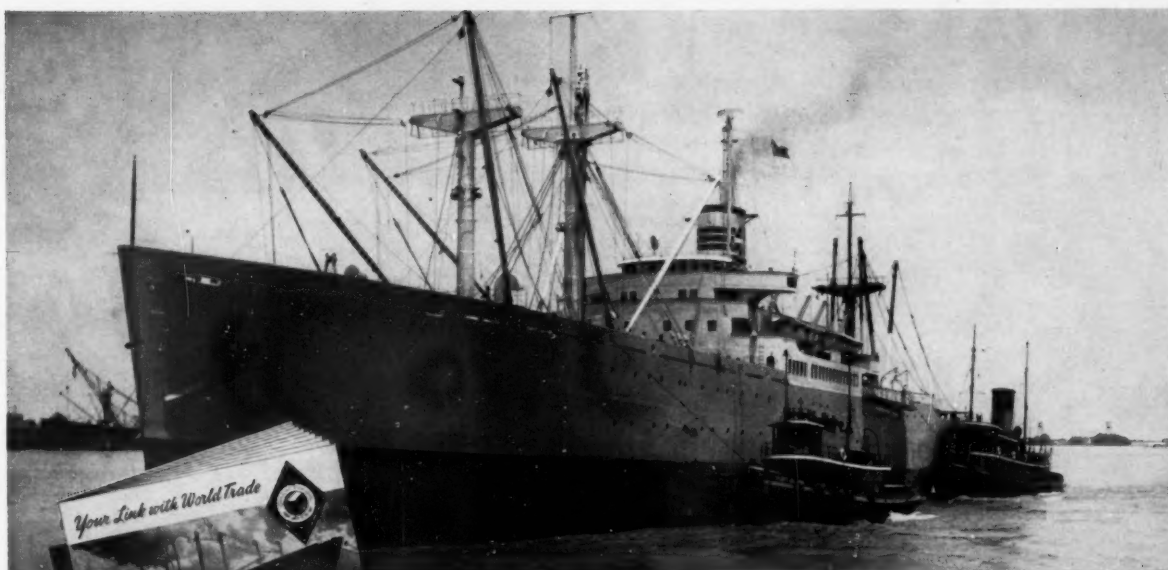
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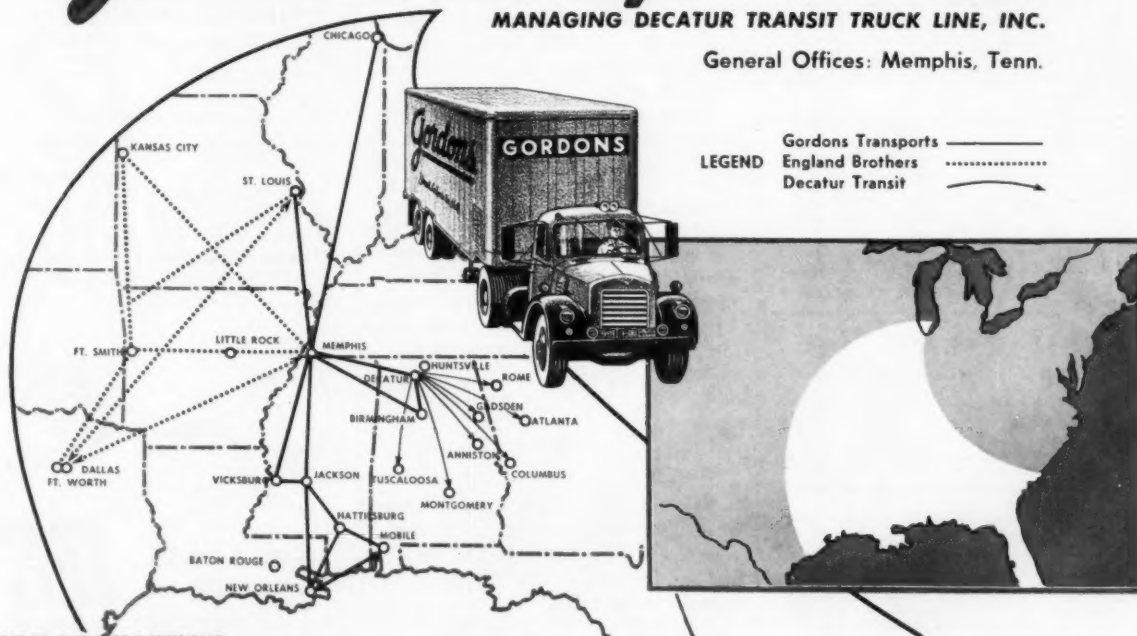
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March, 1960

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2



NEWS
you can use

interior packing KO's damage to Shatterproof windshields

Aim: to floor in transit windshield breakage. The Shatterproof Glass Corporation's answer: *Safepack*—a spanking-new, thoroughly tested and proven fibreboard interior packing.

Prior to its switch to *Safepack*, the Detroit concern had its hands full. Windshield breakage was soaring. And with every increase in the size and complexity of the windshields Shatterproof was producing, the problem became more acute.

Shatterproof's new interior protective packing, however, has put an end to this. Traffic Manager Ed Foster reports that, thanks to *Safepack*, breakage has been slashed drastically and claims paperwork eased. Customers are considerably happier about the way their windshields are reaching them, too.



Basically, *Safepack* consists of compound, triangular, slotted top and bottom fibreboard supports. These hold each windshield individually in an upright, free-standing position during shipment.

Since windshields will break if packaged too rigidly, the shoulder of the triangular bottom support is designed to allow sufficient "play" to eliminate any inflexibility, yet keep windshields from hitting the sides of the carton. The triangular top logs are attached to 2 x 4s to hold the windshields firmly from above. Both top and bottom of the pack are fastened together securely with steel strapping.

The law makes it a misdemeanor to make a false entry—date or otherwise—on a bill of lading. The person making the false entry is subject to criminal prosecution.

(More News on page 43)



*

PHONE

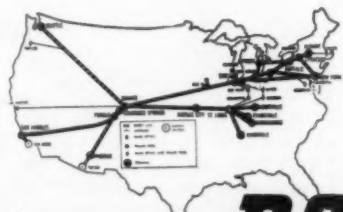
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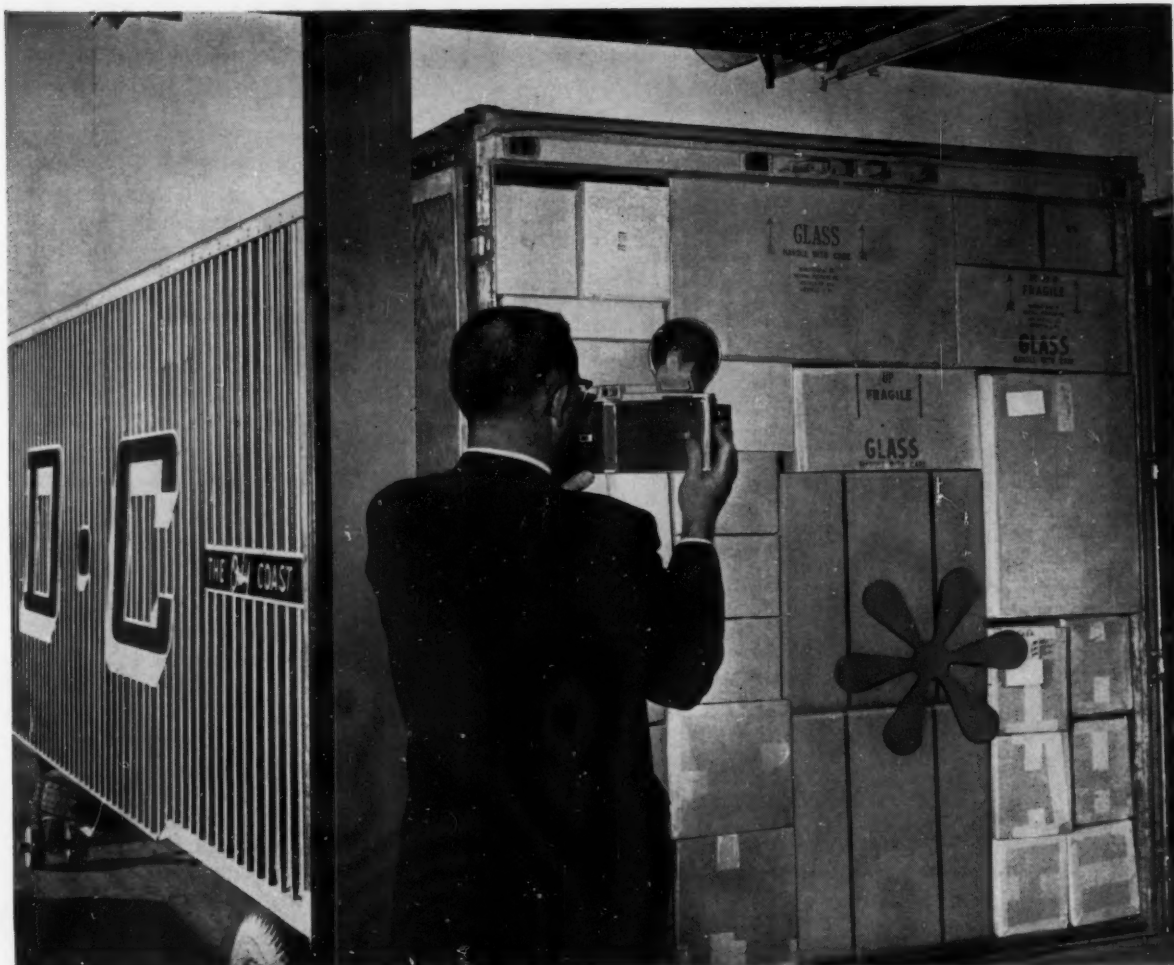


DENVER CHICAGO TRUCKING CO., Inc.

D-C

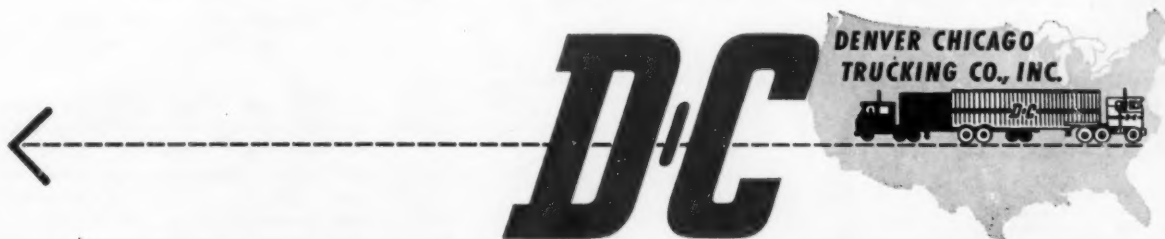
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Shipping Management — National Hi-Way Shipper



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THE ONLY DIRECT COAST-TO-COAST CARRIER

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March, 1960



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An editorial salute to a top-notch conference.

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Automation cuts handling, speeds freight at "tomorrow's" truck terminal

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Angled truck bays, added office space facilitate shipping at Purolator

Purolator needed improved shipping facilities. It also required additional office space. Result? An extensive plant reconstruction program.

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Problem: to transport expensive, delicate wire screening around the world. The Screen Manufacturers Association's answer: safe, effective wirebound shipping containers.

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Now you can take a giant step forward toward eliminating time-consuming paperwork! Pocket tape recorders are doing just that for a mounting number of TMs everywhere.

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Face up to it, Mr. TM! Suburban plants are going to provide you with many a headache. One bright spot: motor freight carriers will be ready and waiting to lend a hand.

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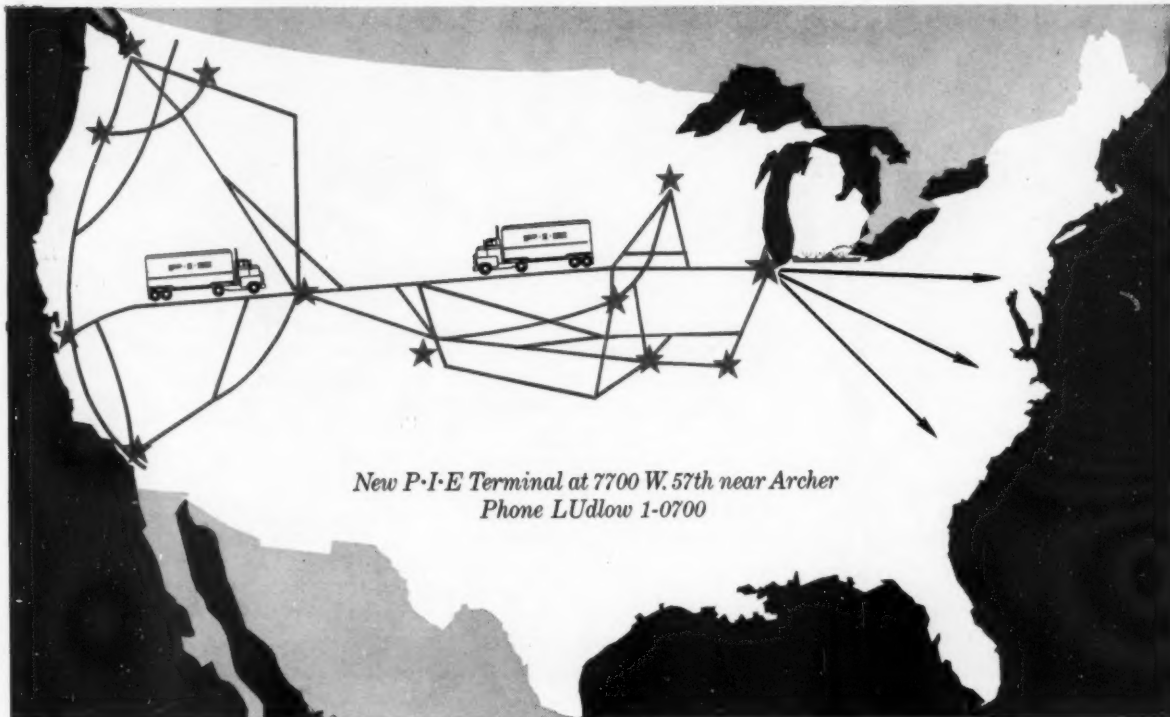


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March, 1960



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☐ P-I-E Point List

☐ U. S. Highway Map of P-I-E Routes

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OPERATIONS REPORT



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ice, but a wide variety of specialized transportation and related activities.

It has always been and will always be a highly personalized, localized business. Your CF representative is intensely interested in your business, your community. That's because your business *is* his business. For full information about any CF service, contact the Consolidated Freightways Information Center, Department 81, Box 32, Chicago 50, Illinois. Telephone AUstin 7-7003.

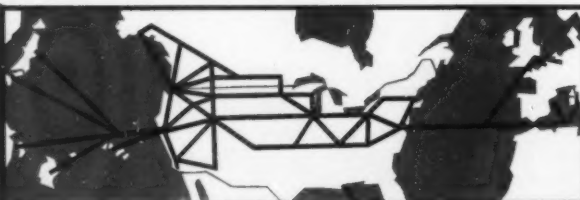
CONSOLIDATED FREIGHTWAYS



TRANSPORTATION WITH IMAGINATION

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6



Shipping Management — National Hi-Way Shipper

shipping

MANAGEMENT

combined with



Hats off to the MSMCC!

● Meetings as productive as the recent Midwest Shipper-Motor Carrier Conference session are always good news! What's more, they are of paramount importance to the development of more effective, more economical transportation. For out of meetings like these come the new ideas and concepts which eventually lead to better service for the shipper and smoother, more profitable operations for the carrier.

The gatherings of the MSMCC have always been especially productive in this respect. For one thing, the organization covers a key 12-state area. For another, it has an extremely active membership. And finally, it does not hesitate to speak out on behalf of improved over-the-highway service.

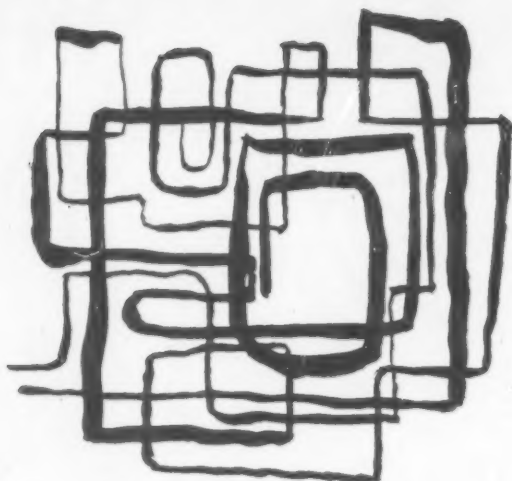
The recent 26th Regular Meeting of the MSMCC proved to be no exception. Such vital topics as national legislation affecting motor freight transportation, current trends in carrier rate-making, freight claims, and loss-damage prevention were discussed and analyzed by traffic-transportation executives and carrier officials.

An important address by Welby M. Frantz, president of the American Trucking Associations, highlighted the meeting. Mr. Frantz alerted the nation's TMs and carriers to the fact that the growing relocation of plants in suburban areas will pose special problems for both—problems which will only be solved by applying the best in traffic “know-how” and ingenuity. (See story on page 20.)

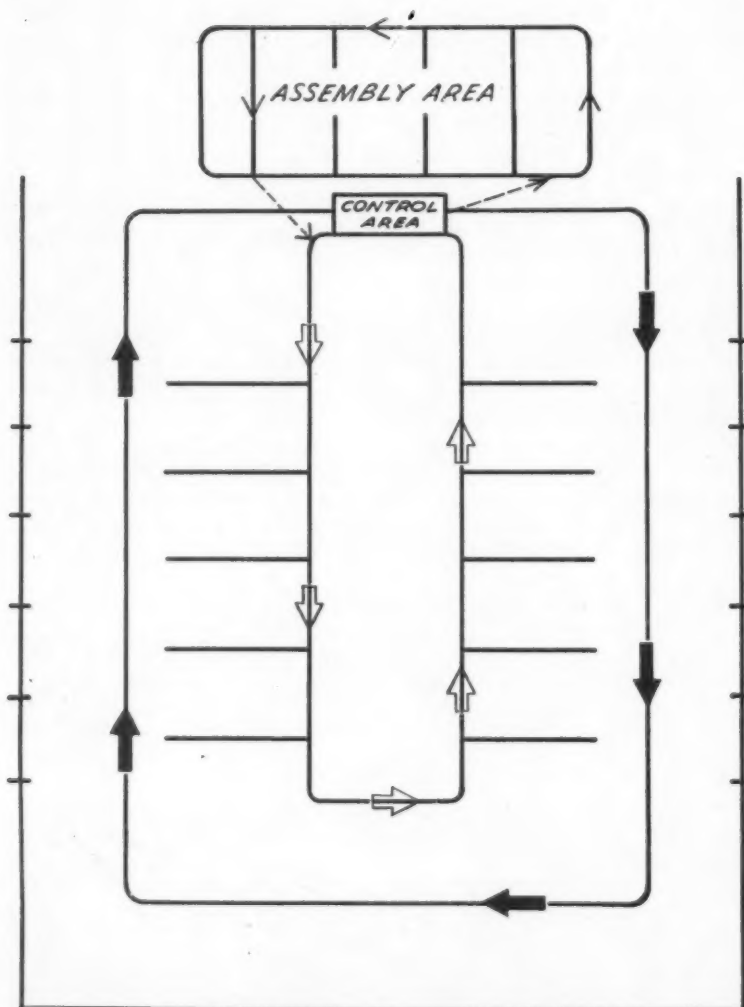
Another high spot of the session, which was attended by over 400 shipper and highway carrier executives: the announcement of Conference support for reasonable legislation in Washington which would authorize the ICC to award reparations to shippers where rates on past shipments are found to be unreasonable. Two restrictions: that such legislation should not be retroactive and should contain a two-year statute of limitations.

Shipping Management-National Hi-Way Shipper would, at this time, like to tip its hat to the vigorous, outspoken MSMCC and the nation's other shipper-motor carrier conferences for the role they have played and are playing in providing America with steadily improved over-the-highway transportation and in serving as a medium through which shippers and carriers may meet, air their problems, and set about jointly to solve them.

Publisher



AUTOMATION



FREIGHT FLOW DIAGRAM, NEW YORK TERMINAL
SPECTOR FREIGHT SYSTEM, INC.

● New, ultra-modern motor freight terminals are the trucking industry's answer to mounting shipper demands for speedier, safer, more efficient over-the-highway service.

An outstanding example of the facilities being built by leading motor carriers is the one recently opened in Brooklyn by the Spector Freight System. So advanced in concept, design, and equipment that it virtually operates itself, the center incorporates the most modern freight handling and processing procedures ever built into a truck terminal.

Heart of the new facility? An "educated" freight handling system.

Under conventional methods, a dock worker must seek out shipments for the trailer he's loading. Generally, this involves a laborious, time-consuming search of racks, pallets, and vehicles.

automatic handling

Not at the Brooklyn terminal, though. Thanks to an incredibly effective shunt line system and "brainy" switch carts, freight finds its way automatically to the correct loading door. Dock workers need no longer waste time looking for outbound goods. Result? A smooth operation, calculated to speed goods to consignees faster than ever before.

Basically, the Brooklyn terminal—which cost \$1.5 million to construct—features two independent, but integrated, tow lines for moving goods within the center. The outer line conveys shipments from the receiving door to a control center through which all freight must pass. The inner line, on the other hand, works with newly developed switch carts to en-

CUTS HANDLING, SPEEDS FREIGHT AT "TOMORROW'S" TRUCK TERMINAL

able the system to "think" for itself.

Upon instructions from a control clerk in the control center, a switch cart will proceed on the shunt line directly and accurately to any of 32 doors in the terminal for loading or unloading. On the other hand, should the control clerk so desire, a flick of a switch will send the car to an assembly area to wait until a trailer is ready to receive its shipment.

In action, the terminal system works this way: Moved up to a door, a switch cart is loaded with inbound merchandise. It is then conveyed by the outer line to the terminal's control center. Here, a control clerk checks the cart. Purpose: to determine the number of pieces and the destination of the consignment the cart is hauling.

This phase completed, the control clerk dials a door number on a special "count-down" device located on the cart. The vehicle—and this has to be seen to be believed!—then swings in-to high.

If the designated terminal door is ready to receive an outbound consignment, the clerk engages the switch cart in the shunt line. For each door, there is one ridge adjacent to the line. Each ridge counts down one number.

Let's say that Door 10 has been dialed. As the cart moves along the line, there is one click in its "count-down" device for each door it passes. At the 10th click, the cart arrives at Door 10. It automatically disengages itself from the line, moves onto a spur, and waits to be unloaded.

A trailer headed for the shipment's destination may not be at its door when the switch cart reaches the control center. What happens then? Should this situation arise, the con-

trol clerk will not send the cart directly to a door. Instead, he dials the door number; engages the cart in another part of the shunt line; and has it towed to the assembly area. An electronic "memory" device, operated by the control man, guides the cart in this area.

In the assembly area, the switch carts may be on any of 19 different lines. Each has room for 12 carts. These lines slope gently toward the shunt line—only pins, placed in the

(Continued on page 44)



Perfect location of terminal manager's office enables him to view just what's happening at all times.



Ready to go, outbound freight shipments, on switch carts, are waiting to be loaded aboard their trailers.



Automation is the order of the day at the ultra-modern center. Manual handling has been cut drastically.



Movement of freight from point-to-point inside new facility is guided by alert, "brainy" control system.

Angled truck bays, added office space facilitate shipping at Purolator

Purolator Products, Incorporated—one of the world's leading producers of filters—needed more office space to accommodate its expanding traffic activities and a number of other key departments. At the same time, the firm wasn't completely satisfied with the facilities available for the shipping, receiving, and handling of its over-the-highway consignments.

The Rahway (N.J.) company's solution? To convert 8,000-square-

feet of shipping platforms and truck bays into offices and to erect new, up-to-the-minute motor freight units, geared to expedite its highway operations.

The photos on this page show what happened. Today, Purolator has more than enough office space to meet its traffic, purchasing, and technical sales needs.

In addition, it is getting more for its transportation dollar—thanks to

the creation of new shipping docks, with angled truck bays and automatic dockboard levelers. So effective is the new area, says Purolator TM Charles Harbutt, that the firm has slashed its shipping-receiving costs significantly. What's more, it has succeeded in stepping up its entire traffic-transportation operation. Outcome? Purolator is currently loading more than an extra trailer a day!



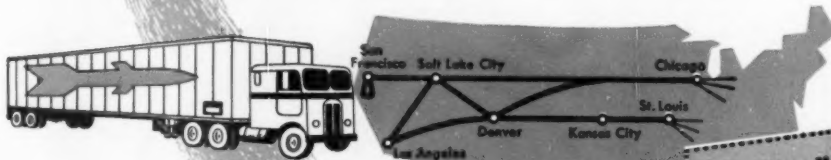
Top left: Purolator's shipping area, prior to its re-conversion to offices. Top right: the same area today. Housed in this office is Purolator's Purchasing Department. Traffic occupies another area created from the former shipping section. Bottom left: Purolator's new shipping facilities. Note angular shipping bays, designed for speedier, safer loading and unloading.

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March, 1960



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Johnson Motor Lines, Inc.
Atlantic States Motor Lines, Inc.



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12

Wirebounds safeguard costly screening on rugged Pacific trip

● Aluminum-and-glass fibrous insect screening requires superb packaging if it's to arrive at its destination in perfect condition.

This is especially true when the screening has to be hauled halfway around the globe—making most of the trip in the hold of an oceanplying freighter. Add to this the fact that the screening is a gift and the importance of safeguarding it effectively in transit is further magnified.

Preparing to ship 5,000-feet of hand-made screening—as a good-will gesture—to Dr. Gordon S. Seagrave's famed medical center in Namkham, Burma, the Screen Manufacturers Association was faced recently with precisely these problems. Produced by five U.S. companies, as a gesture of friendship from the American screen industry to the people of Burma, the screening consisted of 2,000-feet of three-foot and 3,000-feet of four-foot screening—enough to cover the windows of the Burma Surgeon's 22-hospital-units.

The Screen Manufacturers Association's decision? To pack the screening in rugged wirebound shipping containers.

Ready to go, the 50 rolls of screen-

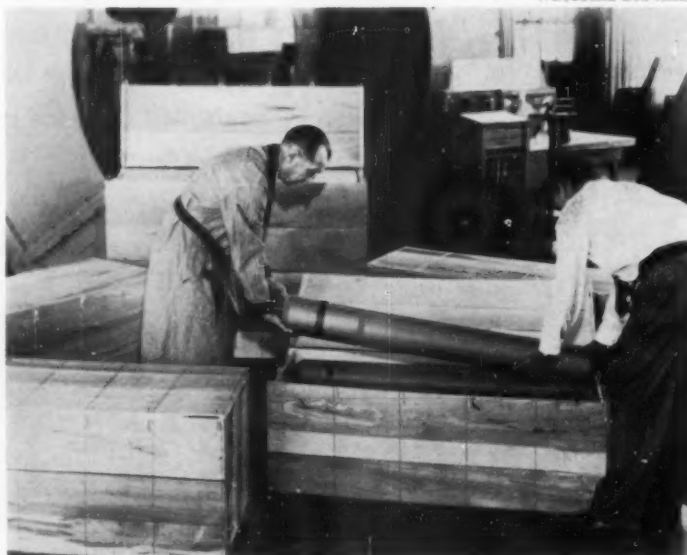
ing were packaged carefully in six specially-designed wirebound boxes. (The wirebound shipping container industry, incidentally, followed the lead of the Screen Manufacturers Association and donated the wirebounds.) They were then transported to New York and loaded aboard the S.S. *Bay State* for the long journey to Burma.

Reports Ralph E. King, who directed the handling and shipping of the screening: "Consolidating and packing the 50 rolls of screening in six wirebounds eased handling, assured the screening of top-notch protection, and expedited the entire export operation."

Upon their arrival, the rolls of screening were unloaded and laboriously hauled from their Burmese port of entry to Dr. Seagrave's hospital, only a few miles from the Burmese-Chinese frontier.

By the middle of this month, the American-made screening will be in place on the hitherto unscreened medical center buildings—a tribute to the ability of wirebounds to protect their contents perfectly, no matter what the circumstances.

Destined for Burma, rolls of screening are packed in wirebound shipping containers.
Wirebound Box Assn.



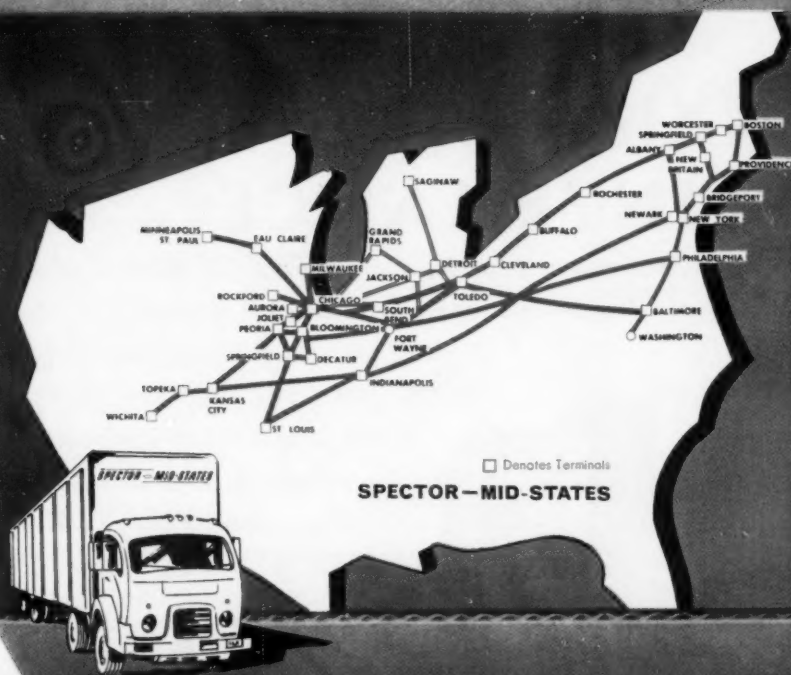
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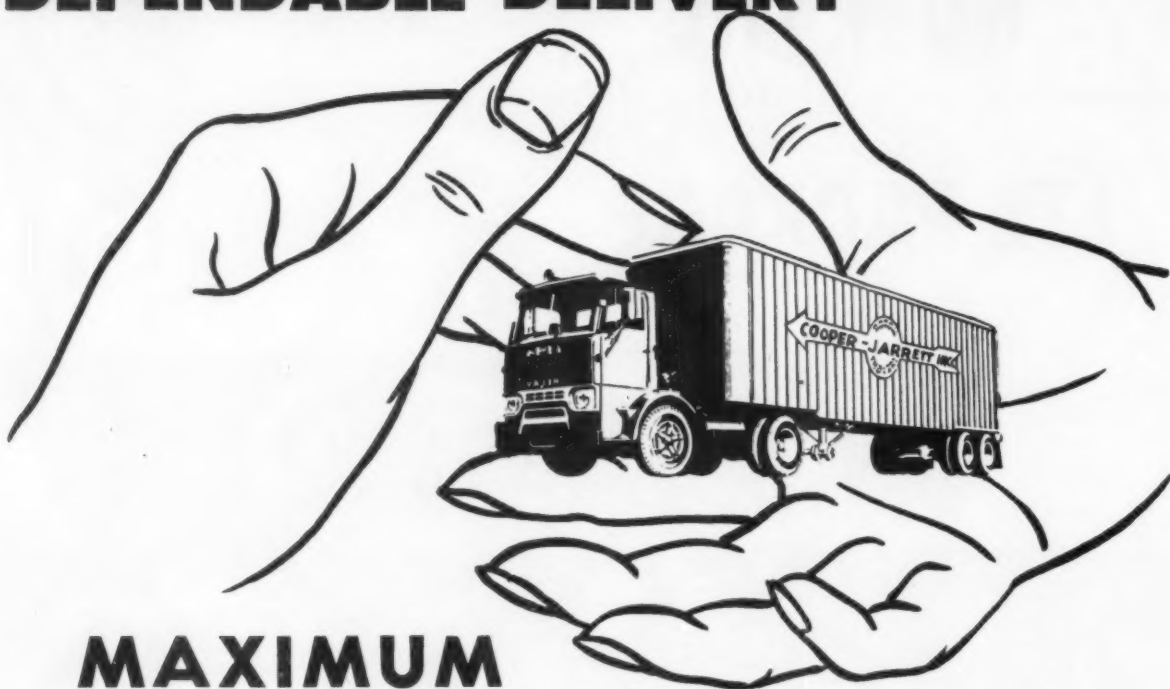
Great American Transport (UNDER SPECTOR MANAGEMENT)

SPECTOR FREIGHT SYSTEM, INC.

General Offices: 3100 South Wolcott Avenue, Chicago 8, Illinois

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LINE. A complete IBM-teletype system keeps watch over your every shipment

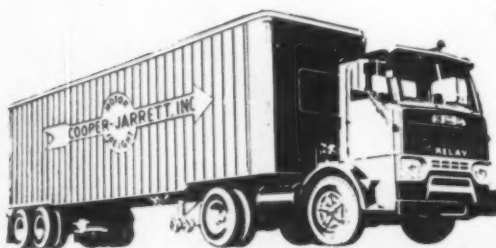
from the time of loading until delivery . . .

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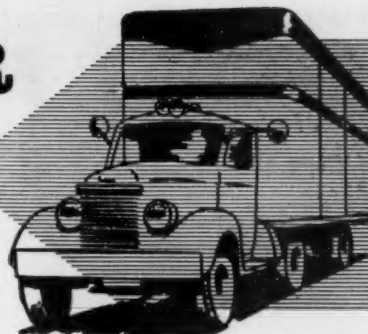
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CHECK NO. 10 ON HELP-O-GRAM CARD

VIA MOTOR CARRIER



That half-cent a gallon tax boost, recently recommended by President Eisenhower, is going to sting both motor freight shippers and carriers—unless it's headed off!

The American Trucking Associations has already reaffirmed its strong opposition to the increase. A resolution adopted by the ATA's Executive Committee points out that highway users are not only paying the "full cost" of the federal share of the current highway program, but—during the life of the project—will pay "an additional \$20 billion in special user taxes, which will go into the General Fund, rather than for highways".

Interested in taking a stand against the proposed gas tax increase? Write to Washington—NOW!

Opened by Ringsby Truck Lines: a new, full line-operating motor freight terminal in San Jose, California. Object: to expedite the pickup and delivery of motor freight hauled by the carrier to and from the southern San Francisco Bay Area.

According to Ringsby officials, the facility (location: 1420 Industrial Road) is to be fully integrated into the carrier's motor freight system. Fast, transcontinental service will be offered between San Jose and a variety of major terminal cities, including Salt Lake City; Cheyenne; Denver; Kansas City; Chicago; and St. Louis.

Now under construction: Branch Motor Express' new terminal in Newark. Covering 10-acres, the facility will accommodate 58 vehicles simultaneously. Special features: a 360' X 88' clear span, unobstructed loading platform; a 32,000-square-foot loading dock; and the latest in motor freight handling equipment.

Forging ahead with its ambitious expansion program, Bruce Motor Freight has opened a new terminal in Roseville, Minnesota. Near St. Paul, the center stands on an 11-acre tract of land and is 125' X 286'. It features a 70' X 246' dock area; 36 loading doors; a 55' X 246' area designed specifically for completely enclosed loading and unloading; and a built-in dragline.

The Spector Freight System is busily blueprinting a staging and service area to be built on an 18-acre site at the western terminus of the New York State Thruway. The unit—which will stand at the Thruway interchange nearest the N.Y.-Pennsylvania state line—will serve as a western "make and break" point for Spector double-bottoms.

Target date set for the completion of the facility: late this year.

Linking their operations, the Mueller Transportation Company and Minnesota-Wisconsin Truck Lines, Incorporated, have merged their hauling activities under the name Admiral Transit, Incorporated. Admiral will service more than 400 communities in Minnesota, Wisconsin, Illinois, and Indiana. Its HQ: 2280 Ellis Avenue, St. Paul.

Yellow Transit Lines has asked the Interstate Commerce Commission for a certificate of convenience and necessity, which would authorize it to operate between points in the U.S. and Mexico.

Snappier service for shippers, sharper operations for carriers! These are the twin goals of the trucking industry's current drive to help individual motor carriers set up private microwave radio communications systems on a cooperative basis.

Endorsed by the ATA's Executive Committee, the program involves:

- A study to be made of pioneer motor carrier groups already moving ahead with plans to form cooperatives designed to build and operate private microwave systems.
- A survey of trucking companies and other potential users of private microwave systems, such as intercity bus lines, to determine their interest in joining together to develop such systems.
- Meetings in New York and Chicago, at which motor carriers operating between these two key centers may be made aware of the advantages inherent in microwave.

Highway-fishyback service is expediting the movement of fresh pineapple from Hawaii to key U.S. markets. Developed by Consolidated Freightways, the operation involves placing bulk pineapple in truck-size refrigerated containers; hauling the containers by barge to Honolulu; and then loading them aboard a Mainland-bound freighter. Upon their arrival in San Francisco, the containers are unloaded; placed on trailer chassis; and hauled over-the-highway to their destination.

It's full speed ahead for the Watson Bros. Transportation Company! Last year the over-the-highway carrier moved its GHQ to 1910 Harney Street, Omaha; made improvements on various facilities; and purchased 40 new International diesels and 228 40-foot Fruehauf high cube trailers.

The outlook for '60: further improvements and expansion.

In a move aimed at enabling Watson to keep close tabs on all in transit consignments, the carrier recently updated its freight tracing procedures and equipment. Now, in addition to private line leased teletype service—connecting all terminals—and daily telephone conference calls between all freight units, Watson is utilizing an IBM data processing system for instantaneous delivery of information at the point of origin.

What's more, Watson has added an international flavor to its operations. Last December, the carrier appointed Sumitomo Warehouse Company, Ltd., as its agent in Japan, and the United Delivery Company to represent it in Hong Kong. Sumitomo is currently acting as Watson's corresponding and sales agent, developing freight moving to and from Japan, while United is performing the same functions in Hong Kong.

To facilitate its growing overseas activities, Watson has also created a separate foreign divisions. HQ: California Street, San Francisco.

On tap: the merger of Pierce Freight Lines of Portland (Ore.) and Valley Motor Lines of Fresno. The consolidation will enable VML to provide through service from the South to the Pacific Northwest. PFL, for its part, will be able to service the industrial areas of the Southwest.

Applications for room reservations at the American Trucking Associations' Annual Convention (October 16-21) are now being accepted by the New York Convention Bureau. DO NOT APPLY DIRECTLY TO HOTELS FOR ROOMS. Under the ATA's arrangement with New York hotels, the Bureau will assign all rooms.

For further information, contact: The Manager, Housing Bureau, New York Convention Bureau, 90 East 42nd Street, New York City. In applying for a room, don't forget to report when you're arriving in New York; what hotels (3) you prefer; and the rate you want to pay.

Choice hotels located near Waldorf Astoria convention headquarters include the Barclay; Belmont Plaza; Biltmore; Commodore; Lexington; Roosevelt; and Ambassador.

Roadway Express has opened a new Rochester (N.Y.) terminal. Address: 91 Norman Street . . . Eastern Motor Dispatch is starting its second quarter-of-a-century in operation off with a bang! The carrier has just opened a new 40-door terminal in Elizabeth, New Jersey. Special feature: a pneumatic tube system, designed to expedite the transfer of freight between trailers and EMD's pickup and delivery fleet.

Best Way of Indiana has beefed up its fleet with 53 spanking-new International trucks . . . To be opened in September: the Olson Transportation Company's new \$1.5-million distribution center in Hodgkins, Illinois.

Watson Bros.' ultra-modern Phoenix terminal

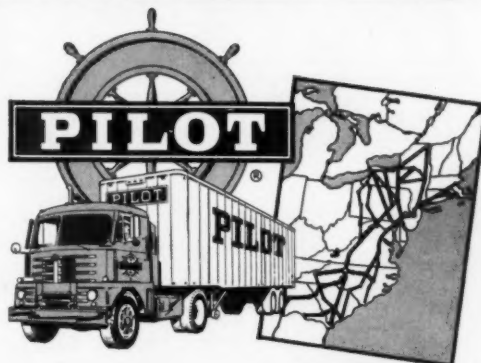




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CHECK NO. 11 ON HELP-G-GRAM CARD

March, 1960

How a pocket tape recorder can ease YOUR traffic paperwork

● Looking for a sure-fire way to ease your traffic paperwork? Then follow the example of a growing number of alert traffic executives around the nation. Streamline your traffic-transport clerical procedures with a lightweight, extremely convenient, easy-to-use pocket tape recorder.

• Making detailed notes on what he wants to discuss with his key personnel—at his weekly traffic conferences—used to cost the TM of a leading midwestern drug concern four to five hours per week. Then he woke up! Today, he records what he wants to say in a matter of minutes and turns his tape over to a typist. At meetings, copies of the TM's notes are distributed to his aides. Result? Meetings run more smoothly and are more fruitful than ever before.

• Whenever he goes out on an inspection of his shipping-storage-packing facilities, the TM of a large electrical products firm in New York City tucks his tape recorder into his pocket. As he makes his tour, instead of stopping frequently to make notes on what he sees, he simply flicks a switch and records his comments. Finished, the TM returns to his office and has his remarks transcribed. Saving in time? Terrific. Effect on his inspections? Efficiency-building.

• A report to prepare? One TM, who directs traffic operations at a Massachusetts hardware manufacturing concern gets much of his work done on his hour-long morning train ride to the office. How? By recording.

Because pocket tape recorders are becoming more and more popular with TMs all over the country, *Shipping Management-National Hi-Way Shipper* recently queried the Mo-

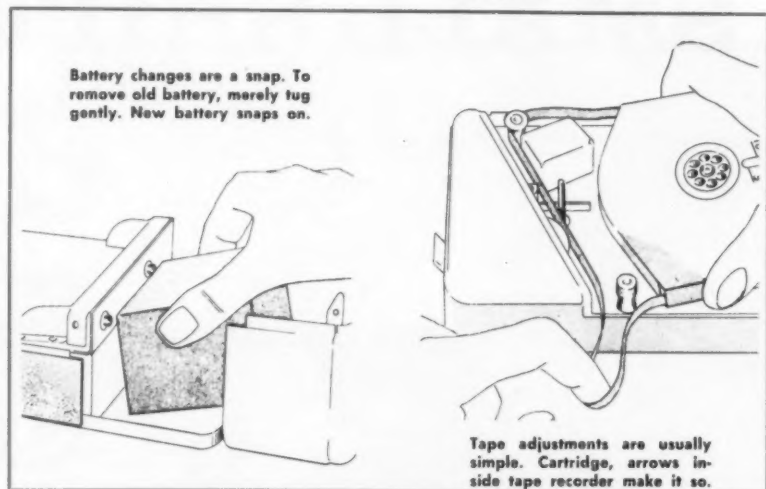
hawk Business Machines Corporation—one of America's foremost producers of midget recording equipment—on the ABCs of pocket tape recorders. (Other leading concerns: Minifon; Wollensack; and Stenorette.)

Here, straight from the experts, is what you should know about pocket tape recording devices:

What are the specifications of the typical pocket recorder?

The Mohawk Midgetape—one of the more advanced pocket tape recorders—is 8½" in length; 3¾" in width; and 1¾" in height. It tips the scales at under three pounds; has a frequency response of 150 to 5,000 c.p.s.; and a tape speed of 1½" per second. The component also features a record-playback time of up to 90 minutes; utilizes ¼" double track tape; and operates on a battery or 7-11 volts.

Are pocket recorders as reliable as full-sized models?



They certainly are. Today's midget recorders are masterpieces of miniaturization. They feature the latest electronic "know-how," including: electro-mechanical governors; transistors; "wow" and "flutter" mechanisms; and a variety of microphones.

How do you record with a pocket device?

Pocket tape recorders are used in the same manner as full-sized models. On advanced recorders, a mike plug is inserted in the mike rack; volume control is adjusted; "record" is flicked; and the component's power switch is turned on. That's all there is to it!

What attachments may be used with a pocket recorder?

Foot pedals, for transcribing; earsets; throat microphones; power converters and battery rejuvenators; and a variety of other accessories.

Are recorders available which operate both on batteries and electricity?

Yes. Mohawk, for example, produces a power converter for its recorders which enables users to operate their equipment on current or batteries. The converter, incidentally, may be used to recharge batteries—boosting their life-span substantially!

Where can you get additional information on pocket reporters?

Want the facts? Just check #84 on the Help-O-Gram card in this issue. Data will be on its way to you shortly afterward.

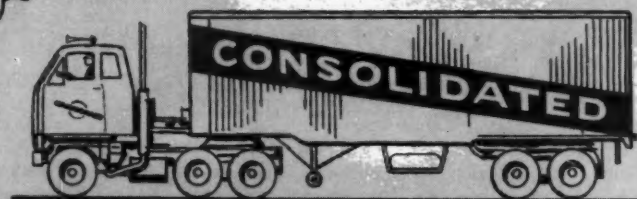
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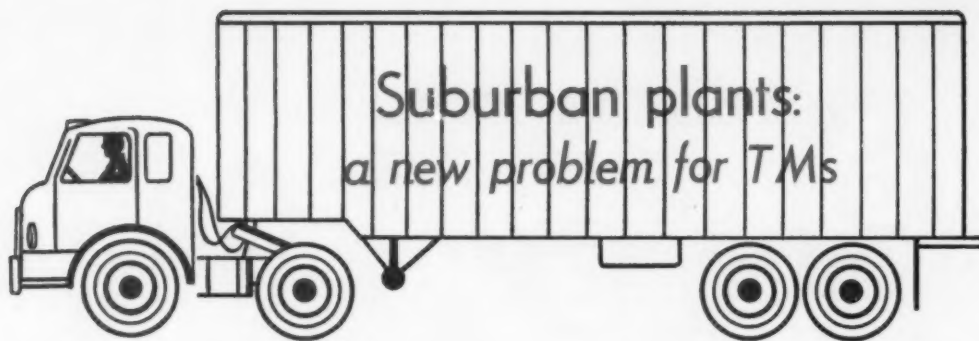
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● Industry today is on the move. Countless companies all over the nation are building new plants, located far outside present city and even suburban limits.

One important effect? A new headache for traffic executives, who are responsible for the maintenance of efficient, economical distribution no matter where their firms' facilities may be located.

No mode of transportation is more alert to the current relocation of industrial facilities than the trucking industry. In a recent speech before the Middlewest Shipper-Motor Carrier Conference, ATA president Welby M. Frantz paid special attention to industry's growing relocation plans.

Industrial efficiency appears to call strongly for the sprawling, single-level plant, Mr. Frantz believes. Plants of this type, however, require large acreages, either not available or too costly within cities or nearby suburbs.

"Consequently, American industry is marching out along the highways, particularly the interstate highway system," says the ATA head. "Most of the new industrial sites being utilized are related, though often loosely, to a nearby city, but not quite in the old familiar terms of interlocking suburbs."

Continues Mr. Frantz: "Where once plant management felt that it wanted to be close to a city in terms of mileage, today's management no longer feels this sharp concern. Fifty miles from Chicago is not a threatening distance if other conditions are present."

The trucking leader thinks that today, we are witnessing only the beginning of this type of development. By 1970, we will all be coping with these developments and coping with them as an occupational challenge. At this time, shippers will have to use their knowledge and ingenuity to the fullest in directing their shipments to a new pattern of destination, while the carriers will have to do their

utmost to respond to the new demands made on them.

"Motor carriers will have a special responsibility in the new transport patterns," President Frantz emphasizes. "While other forms of trans-



Grant L. Moran (left) accepts plaque, in recognition of his work for MSMCC, from conference president M. Rudow.

portation are bound by the inflexibility of their fixed installations, the combination of motor freight with each and any of these inflexible transport methods will introduce within them the element of flexibility—the capacity to reach beyond the fixed pattern.

"We need to give some serious and intelligent attention to this matter of how best to meet the developing situation."

The trucking industry, Mr. Frantz holds, believes that a coordination between all transport modes may be accomplished *without common ownership*. At present, there is no coast-to-coast rail service. Yet no shipper has any problem with such traffic because the originating railroad turns its freight over to another line. The trucking industry follows the same pattern.

"Why can't this technique be employed with regard to all forms of transport, where the result is efficient, superior service? The answer is, of course, that it can. And I think it will!" concludes Mr. Frantz.

In addition to ATA President Frantz' speech, other highlights of the Middlewest Shipper-Motor Carrier Conference—attended by over 400 shippers and trucking executives from a 12 state area—included:

- A decision by the conference to "support reasonable legislation" which would authorize the ICC to award reparations to shippers where rates on past shipments are found to be unreasonable. Such legislation, however, must not be retroactive and should contain a two-year statute of limitations.
- The analysis of incentive rates for multiple pickups. Charged V. C. Grice, general manager of H&W Motor Express: "Under such a plan, big carriers will get bigger, small carriers smaller."
- A debate involving the shipper's right to route motor freight shipments. Declared E. W. Harlan, president of Bruce Motor Freight: "Carriers today are being regulated to death. Routing legislation is unnecessary, since truck operators are trying to abide by routing instructions."

Memo to TMs: There are five major reasons for rate undercharges or overcharges. These include: the application of erroneous rates in billing; errors in the computation or extension of charges on waybills or freight bills; and inadequate description of articles. Also: errors in routing and lack of information regarding classification or commodity ratings.

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LISTEN, MR. TRAFFIC MANAGER

● The issue of what to call traffic executives has come to the fore again!

In the October, 1959, issue of *Annals*—the official publication of the American Society of Traffic and Transportation—there appeared a thought-provoking questionnaire, asking for suggested official titles for certificated Society members. By suggesting such titles as

Director of Traffic, Traffic Manager, and the like, the questionnaire succeeded in touching off one of the hottest controversies to hit the traffic profession.

Objections subsequently raised to these designations and similar ones revolve around this fact: the Society can certify that an individual has passed a series of exams measuring his traffic-

transport knowledge. But it can in no way honestly and accurately evaluate the individual's ability to be a manager or a director of a traffic unit.

Just what touched off this search for a title to cover certificated Society members isn't clear. One of the basic arguments advanced, though, was that members who had passed their exams would be saddled with the title, *Certificated Member, American Society of Traffic and Transportation*. Abbreviation: *C.M.A.S.T.&T.*—quite a mouthful!

No matter what led to its publication, however, the questionnaire did have one important effect. It stimulated considerable thought among my people and the members of the traffic profession at large. To our way of thinking, no really suitable title has yet been proposed. The trend seems to be to leave well enough alone and to continue with the titles now being utilized.

It would seem to me that the issue involved in this whole situation revolves around a conflict between title seekers and doers.

We are in complete accord with the aims and goals of the Society. We thoroughly agree that there is a pressing need for some measure of aptitude in the traffic-transportation field, which will indicate an individual's ability to participate in that field, as well as give him professional recognition.

problem: qualifications

On the other hand, we strongly feel that, although an individual may have at his command some of the knowledge necessary for traffic work, he still may not be qualified as a manager of a traffic division. Because of this, we feel that the Society may set itself up as an organization to certify an individual's knowledge of traffic. But it is certainly not qualified to certify the individual's application of what he's learned.

The Society, consequently, should place more emphasis on making industry realize that a certified member has a basic knowledge of the ABCs of traffic and transportation, rather than to devote its time to the selection of a fictitious and non-meaningful title.

If any title is to be selected, it should be justified on the basis of clarifying—in the layman's mind—the position or the work an individual performs. In other words, an understandable, descriptive title is badly needed in traffic today.

It has been pointed out in previous columns that everybody knows what a *Sales Manager* is and does. They also recognize *Purchasing Agents* and *Industrial Engineers* for what they are.

Unfortunately, very few people under-

ATL

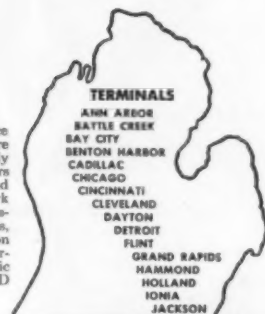
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stand what a Traffic Manager is and what his duties encompass.

It is my feeling that attention should be given to an understandable, descriptive title for the individual currently performing in a traffic role at a high level. On the other hand, certification by the Society should be left as it is.

Let us not becloud the commendable efforts and goals of the American Society of Traffic and Transportation with unearned titles of a superlative nature. Instead, let's have constructive thought, rather than a crusade. Above all, let's have the Society continue to gain recognition for the traffic profession through other members of industry, rather than through the devious method of decorative wall diplomas with "jazzy" titles.

Once industry realizes what it means to have an individual Society-certificated, it can judge the individual on his own merits and abilities. The fact that he is a Certified Member of the American Society of Traffic and Transportation should stand and be evaluated on its own merits, regardless of the brevity or the length of such a title.

abbreviations lists expedite paperwork at Felt & Tarrant

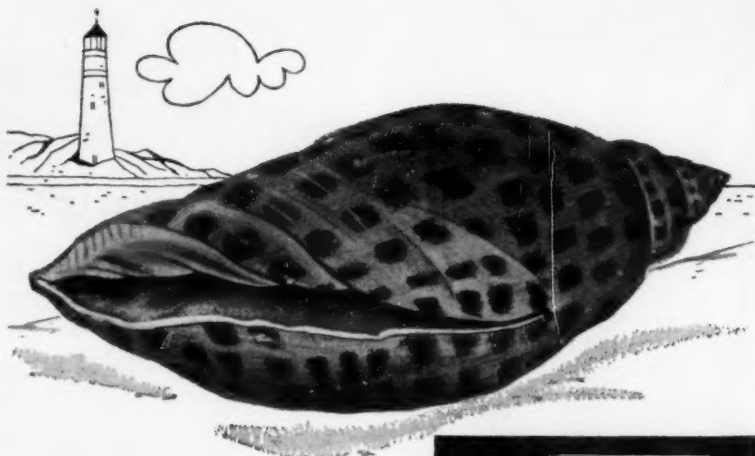
Traffic-transportation abbreviations throwing your new employees for a loop? Then take a tip from Felt & Tarrant, Limited. The Calgary, Canada, firm provides its new employees with a complete list of commonly used abbreviations the day they report for work. Personnel, therefore, are able to employ company abbreviations efficiently immediately. Result? No costly errors; no confusion; and a tremendous saving in paperwork time.

new system eases Atlantic Refining freight payments

Checking and paying itemized freight bills quickly and accurately can be a rugged job. This used to be the case at the Atlantic Refining Company's Syracuse facility. Under the unit's former procedure, bills—covering a week of shipments and running four-to-five pages—were the order of the day. What happened? The sheer size of the bills made checking errors difficult and extremely time-consuming.

All this has been changed, however. These days the center requests its motor carriers to send one-page bills, covering fewer shipments, rather than waiting for the end of the week and forwarding one massive bill covering up to 100 hauls. Result? Bills are cleared and paid sooner; checking is more accurate; and paperwork takes far less time than previously.

March, 1960

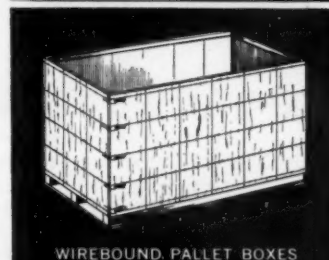


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Why IBM uses chartered

airfreighters

● The International Business Machines Corporation thrives on new ideas. And nowhere, in recent years, have imaginative concepts, updated procedures, and the utilization of the latest equipment paid bigger dividends for IBM than in its far-flung traffic-transportation operations.

Typical of the alert and energetic manner in which the multimillion dollar concern distributes its products is the mounting use by the IBM World Trade Corporation—IBM's international subsidiary—of chartered aircraft to deliver its merchandise to points all over the globe. Result? A substantial slash in the firm's air shipping costs; better service to customers; and faster deliveries.

IBM's discarded setup

Under its former setup, WT shipped its sky freight in the conventional way—via regular air cargo. It soon became apparent, however, that—since the firm was shipping so much via air freight—it might make sense to utilize chartered aircraft and reap the efficiency and savings to be obtained from this form of sky cargo.

WT began investigating the possibility of making the switch. Even while details of the new distribution system were being blueprinted, the urgent need to develop such a program became increasingly obvious. When a heavy rush order had to be dispatched post-haste, the payload of whatever aircraft might be available

sometimes was not great enough to accommodate the entire consignment. The rest of the cargo would then have to fly in scheduled aircraft at normal rates.

Consequence? A big boost in shipping costs and delays.

Two years ago, WT took its first giant step toward streamlining its air freight operations. A central traffic control setup was created and placed under the direction of James E. McGuire, WT traffic manager. Countless export items were accounted for at IBM plants all over the nation, so that their transportation overseas, via New York, could be coordinated.

Next, WT examined the problem of consolidation—the grouping and dispatching of separate shipments as a single consignment destined for one receiver. Such consolidations are usually broken apart at the destination point—"break bulk," is the correct term—and the individual shipments are then reforwarded to their consignees. Principal advantage: bulk consignments travel more economically than small ones.

In analyzing consolidation, WT had one big question to answer. Was it possible for WT to charter modern cargoplanes in order to haul whole planeloads of freight from New York to various overseas IBM destinations?

Answering this poser called for consultation with agents and officials in Europe, Asia, and Africa. Regional differences in regulations had to be met, leading to repeated alterations

in the projected operation.

Finally, these preliminary problems were solved. The way was clear for WT to get down to "brass tacks" and to begin investigating the type, the cost, and the payload of trans-Atlantic aircraft available.

getting set

Several days before IBM's inaugural Europe-bound charter flight, the company's widely-scattered U.S. plants began consolidating their overseas shipments, consigning them to WT in New York. At New York International Airport, these domestic consignments were reconsolidated for overseas shipment.

On August 15, 1959, the first IBM-to-IBM consolidated shipment charter flight roared off the runway at New York International. The following day it arrived at Schipol (Amsterdam) International Airport, where bulk was broken and hundreds of parcels were reforwarded immediately to IBM European, African, and Middle Eastern units.

So completely successful was that first airlift that WT has sent a charter consolidation across the Atlantic every week. Reports WT: "Since about 75% of the packages in each flight would otherwise have to be shipped under the general commodity rate—a higher rate for the movement of individual shipments weighing less than 100 pounds—and often at the minimum rates set for extremely light consignments, the resulting

"Chartered air cargo flights have saved IBM's World Trade Corporation an average of 12 cents per pound, as compared with conventional air freight shipping."

savings in freight costs have been impressive. Average: 12 cents per pound."

The new international air distribution service has been received so enthusiastically by WT overseas offices, moreover, that these subsidiaries are now campaigning for a similar intra-European service, a suggestion being studied painstakingly by idea-conscious WT.

Next step in WT's expanding program: consolidated shipments from the U.S. to Latin America. Probable outcome: new air freight savings and boosted service to customers in still another part of the world.

IBM outbound items are unloaded from truck at New York International. Destination: Schipol International Airport—Amsterdam's major airfield.



In Amsterdam, IBM office equipment is loaded aboard waiting trucks for delivery to the company's offices.



AMA 29th National Packaging Exposition opens April 4th

Slated for Atlantic City (N.J.): the American Management Association's 29th National Packaging Exposition—one of the top packaging meetings of the year. Dates: April 4th-7th.

Meeting highlights:

- **Packaging For Profit**, a session at which top executives will analyze current trends and problems in corporate packaging management.
- **Package Production Profitability**, covering package manufacturing methods and concepts.
- **Package Research Profitability**, analyzing the role of research—effective research—in packaging today.
- An exposition featuring 138 distributors and producers of packaging materials and supplies; 69 container suppliers; and 142 manufacturers and suppliers of packaging machinery and equipment.

"Expanded distribution without warehousing with Delta Air Freight"



Armour Pharmaceutical Company eliminates warehouses by airlifting area shipments to regional centers where pre-labeled and postage-paid packages are speeded to individual customers.

"Drug shipments need expensive refrigerated warehousing and special handling as a rule," comments W. F. Sheehy, Transportation Manager. "We eliminate this requirement by using Delta Air Freight and serve our customers faster and better. A 9-state shipment, for example, can be flown to Atlanta where individual packages, already pre-labeled and stamped, fan out to our customers in a fraction of the former time."

Profit from Delta's BIG PLUS



Delta operates all-cargo flights and in addition carries freight on every passenger flight, including Jets. All-cargo flights serve Atlanta • Chicago • Cincinnati • Charlotte • Dallas • Houston • Miami • New York • New Orleans • Orlando • Philadelphia • Tampa • Memphis



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at the C... Club.
nearly 50,000 cars and trucks
ere tested during the three-day
The award, a plaque, will be
ade by...
r of...
gh...
fety committee, W...

The high-flying British Overseas Airways Corporation has expanded its U. S. cargo sales department. W. Greenway—



W. Greenway

one of the world's foremost authorities on international air freight—has been upped to the post of Cargo Sales Manager, U.S.A. Named BOAC cargo sales reps: J. C. Matthews, in Boston; P. W. Finnegan, in Washington; D. C. Cochran, in Detroit; J. M. Steiner, in Chicago; and W. C. Burks, in Dallas.

Air carriers received a hearty pat on the back from Trenton (N.J.) last month. Mayor A. Holland proclaimed the week of February 15th Air Transportation Week. High point of the celebration: a dinner, at which E. F. Johnson, president of Air Cargo, Incorporated, was the principal speaker . . . C. Jayme has been named Northwest Orient Airlines' Philippines Sales Manager . . . E. Manske, after 49 years of service, has retired as GTM of the Allis-Chalmers Company.

Pacific Intermountain Express has named L. P. Sargent export-import sales



L. P. Sargent

manager . . . Big doings at American Airlines, with nine key company figures boosted to VP. They include: W. H. Miller, New York; J. J. Lamond, Chicago; A. R. Bone, Jr., Los Angeles; G. E. Coon, San Francisco; and A. S. Llorente, Mexico City. Also: W. G. Whitney, AA Eastern Group; W. G. Conrad, AA

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CHECK NO. 16 ON HELP-O-GRAM CARD

Shipping Management — National Hi-Way Shipper

Northern Group; **G. W. Shiles**, AA Central Group; and **R. F. Lambert**, AA Southwestern Group.

Changes in Stein Hall & Company's traffic department. Former TM **E. Rusch** has been upped to the position of Assistant Head, Administrative department, while **R. Slavin** has been named Stein Hall's new TM . . . Irish Air Lines has a new name—Irish International Airlines. Reason for the change? Declares the carrier: "With steadily increasing service over the North Atlantic and to Europe, the former name did not properly indicate the scope of Irish's operations."

Interstate Motor Lines has appointed **R. Kilcoyne** as its Chicago office manager . . . **R. L. Bartlett** has been named Superintendent of Transportation by East Texas Motor Freight . . . **R. W. Evans** has become an assistant sales manager for Orient & Pacific Lines . . . Joining the Kansas Milling Company as TM is **R. A. Kucharo, Jr.** . . . **M. A. Papaleo** has been added to the sales department of the Interstate System's Syracuse terminal . . . Express Freight Lines' new Detroit district sales manager: **J. T. Allen** . . . Captain **W. R. Sarber, Jr.**, has been named chief of the Army Transportation Corps' Portland (Ore.) shipping terminal.



R. Kilcoyne

Good luck and best wishes to **J. Golden**, retiring as Spector Freight's special west coast rep . . . **R. Beeler** is Braniff International Airways' new district sales manager in New York, while **N. Kidd** has been named DSM for the line in Los Angeles . . . **O. L. Slay** has been named Continental Airlines' director of air cargo sales.

J. F. Trimmer has been appointed director of personnel and safety by Ringsby Truck Lines . . . New Highway Trailer Industries VP-Finance: **G. R. Ruppel** . . . Named manager of Trailmobile's Baltimore sales and service factory branch: **G. C. Rangos**.

Appointed British Overseas Airways commercial director: **G. H. Lee** . . . **W. L. Murphy** has been named board chairman by Gateway Transportation. Also boosted: **E. M. Murphy**, to the post

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of board vice chairman; J. Murphy, to president; M. O. Murphy, to vice president and treasurer; J. R. Smahy, to vice president and secretary . . . W. E. Hoskins has been designated as assistant to the president at Northwest Orient Airlines.

It's full speed ahead for Western Express. New appointments include: G. P. Ridge, assistant to the president; R. G. Blazewick and C. M. Cleary, Chicago district sales reps; R. C. Wofford, Indianapolis terminal manager; E. L. Robinson, Indianapolis sales rep; J. R. Follin, Cincinnati terminal manager; and F. G.

Nagelson, Cincinnati district sales rep.

Other appointments: M. Ekers, sales rep, and H. Shield, rates and operations, at the carrier's Columbus (Ohio) facility; P. D. Forquer, Akron terminal manager; E. T. Roberts, Akron DSM; G. J. Crail and J. M. Horton, Cleveland DSMs, G. F. Ertler, Cleveland traffic; D. W. Hornbeck, Jr., Cleveland claims; H. R. Cooley, Buffalo district sales rep; E. S. Marasco, Utica terminal manager; and A. W. Floris, central and eastern New York State DSM.

R. Barry has joined the Interstate System's Milwaukee terminal sales department . . . F. D. Matlachowski has

been appointed North American cargo sales manager by Irish International Airlines . . . New manager of Trailmobile's Greensboro (N.C.) branch: R. L. Milliken . . . B. D. Walsh has been appointed regional sales manager by the Truck-Trailer Division of Highway Trailer. His area? Minnesota; Iowa; Missouri; Kansas; Nebraska; the Dakotas; and Colorado.

A. W. Todd, president of the National Association of Shipper-Motor Carrier conferences, was the featured speaker at last month's National Motor Freight Traffic Association luncheon in Washington . . . Just opened in Newark: a new warehouse. Operator: the New Jersey Warehouse Corporation. Address: 44 Lister Avenue . . . New BOAC district sales managers: I. A. Wood, Philadelphia; A. S. Linney, Cleveland; E. R. Richards, Chicago; and B. Randall, Miami.

Boosted to the post of general sales manager by the Great Southern Division of Ryder Truck Lines is T. R. Cheney . . . F. Waugh has joined Stone Container's corporate staff. Assignment? Special projects . . . New Mack Trucks general offices and services manager is H. J. Antonisse.

telegram copies hack wire costs at Standard Register

Want to keep closer tabs on telegram costs in your department? Then follow the lead of the Standard Register Company. Instead of taking it for granted that the telegraph bills it receives are accurate and making payment without further verification, the Dayton firm utilizes the following system: All outbound telegrams are made up in duplicate and a copy of each wire filed away.

When the telegraph bill is received by Standard Register, it checks the itemized bill against the duplicate copies it has retained.

This achieves two things. First, it immediately uncovers an unusual use of telegram service by individuals or sections. And second, it ensures the accuracy of the bill it receives.

Does the system work? You bet it does! Since its establishment, Standard Register has reduced telegram costs by a staggering 40%.

Watch those bills of lading and shipping orders! They should be legible and complete. Included should be the name of the consignee; destination; number and description of the articles; weight; and any special instructions geared to expedite the safe delivery of the shipment.

As a double check...ship **WILSON**

Wilson offers the most modern equipment to handle your shipping needs . . . over 900 units of trailers, tractors and trucks. Forty trailers are insulated and others are further designed to solve your transportation problems. When you "double check" Wilson, you are fully protected with insurance against public liability and property damage and your cargo is insured up to one million dollars.

Call the Wilson office nearest you. They are listed below for ready reference.

Atlanta . . . Trinity 6-4881	Hartwell, Ga. . . Franklin 6-2631
Athens . . . Liberty 3-3425	Kansas City . . . Harrison 1-0301
Augusta . . . Park 4-5558	Monroe, Ga. . . 6281
Charleston . . . Myers 2-2658	Nashville . . . 6281
Chattanooga . . . Madison 9-3293	Alps 4-6841
Chicago . . . Cliffside 4-6730	Rome, Ga. . . 5728
Clarksville, Tenn. . . Midway 7-3641	St. Louis . . . Garfield 1-0441
Elberton, Ga. . . 686	Washington, Ga. . . 4785
Greenville, S. C. . . Cedar 2-3800	Winder, Ga. . . 3811



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WILSON TRUCK COMPANY, INC.

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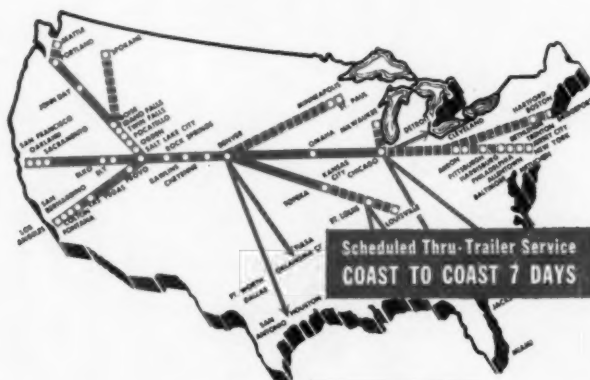
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CAN'T SELL GOODS IN TRANSIT

Use the carrier that gives you

"CARGO CONTROL"

Merchandise assured on time, at no extra cost, with IML's dedicated positive scheduled flyer service, teletype billing and customer service expediting. To be sure . . . ship positive "Cargo Control" by routing IML — Save time and money.



CHECK YOUR IML FLYER SCHEDULES (Sample Flyer Schedules)

Overnight.....between Salt Lake City and Denver
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 2nd Morning.....between Chicago and Denver
 2nd Morning.....between West Coast and Denver
 3rd Morning.....between Salt Lake City and Chicago
 3rd Morning.....between Los Angeles and Kansas City
 3rd Morning.....between Oakland and Kansas City
 4th Morning.....between Portland and Kansas City
 4th Morning.....between Portland and Chicago
 4th Morning.....between Oakland and Chicago
 4th Morning.....between Sacramento and Chicago
 4th Morning.....between Los Angeles and Chicago

Ask for your free copy of IML's Flyer Schedules folder.

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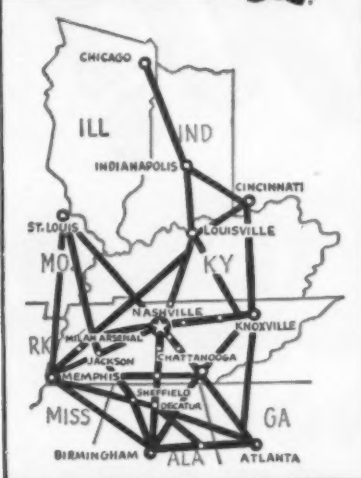
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**DIRECT
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CALIFORNIA'S

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Miramar
and NEW TOWER California's World-Famous Resort overlooking the Blue Pacific where Wilshire meets the sea. Twenty minutes from International Airport. 450 luxurious rooms and bungalows, all with television and radio. Complete convention facilities. Banquet rooms for up to 2,000, air-conditioned. Exciting new Venetian Room and Cantonese Room. Swimming pool Beautiful grounds and landscaped gardens. Rates from \$12.50. Write William W. Donnelly, Gen. Mgr.

Across the U.S.A. and in HAWAII
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MASSAGLIA HOTELS

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World-famed hotels
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INTIMATE

notes

OF EMINENT PEOPLE

By CURTIS C. STEWART

A quarter of a century ago, July 25, 1935, F.D.R. signed into law the Motor Carrier Act. Those twenty-five years of Federal regulation of motor transportation will be reviewed October issue this publication . . . **KELLOWAY (EVERETT A.)** picks up prexyship WATSON BROS. TRANSPORTATION CO., hdq. Omaha, while **WATSON (RAY)** becomes Chairman of the Board . . . **LE MERE (JACK)** named District Manager, NORWALK TRUCK LINES, hdq. Chicago . . . **KING (PHIL)** joins sales staff WILSON TRUCK COMPANY, hdq. Nashville . . . **SIGMON (RICHARD)** joins legal staff AMERICAN TRUCKING ASSOCIATION, hdq. Washington, D. C. . . **AMEND (NATE)** joins sales staff BROWN TRAILER COMPANY, hdq. Chicago . . . **STUART (J. M.)** appointed Director of Traffic, STANLEY WORKS, hdq. New Britain, Conn. . . **BOSSLE (KEN)** appointed Western Division Sales Manager, B. & P. EXPRESS, INC., hdq. Chicago. B. & P. now serves Chicago through acquisition MERCURY MOTOR FREIGHT . . . **DUNNE (E. J.)** named Traffic Manager SHELL OIL COMPANY—Transportation and Supply Department, hdq. Los Angeles . . . **LEAR (TEX)** appointed District Manager, WATSON BROS. TRANSPORTATION COMPANY, hdq. Kansas City . . . **POTTER (K. MILES)** appointed Traffic Manager—Special Assignments, U. S. STEEL CORP., hdq. Pittsburgh . . . **SARGENT (L. P.)** appointed Director Import-Export Sales, P.I.E., hdq. Oakland . . . **COTTEE (JOHN C.)** named General Traffic Manager, GLIDDEN COMPANY, hdq. Cleveland . . . **DAVIS (GEORGE)** appointed Traffic Manager, NORTH JUDD MANUFACTURING CO., hdq. New Britain, Conn. . . **CHAMPLEY (JOE)** named Terminal Manager, MOTOR EXPRESS OF INDIANA, hdq. Chicago . . . **SCHWENIG (ROBERT R.)** named Regional Traffic Manager, SEARS ROEBUCK & COMPANY, hdq. Los Angeles . . . **LANE (DICK)** appointed Terminal Operations Supervisor, LIBERTY MOTOR FREIGHT (Division of C.F.), hdq.

Buffalo . . . **MEYERS (NORMAN R.)** appointed Central Region Traffic Manager, CONTINENTAL CAN COMPANY, hdq. Chicago . . . **BARTLETT (R. L.)** appointed Superintendent—Transportation, EAST TEXAS MOTOR FREIGHT, hdq. Dallas . . . **HOKE (KENNETH B.)** appointed District Manager, INTERSTATE MOTOR FREIGHT SYSTEM, hdq. Des Moines . . . **MURPHY (JOHN A.)** elevated to presidency, GATEWAY TRANSPORTATION CO., hdq. La-Crosse, Wisconsin . . . **KROEGER (P. W.)** Traffic Director, CURTIS CANDY CO., elected President, ILLINOIS TERRITORIAL INDUSTRIAL TRAFFIC LEAGUE . . . **MCINTOSH (D. C.)** elevated to District Manager, PILOT FREIGHT CARRIERS, hdq. Baltimore . . . **KUCHARO (RICHARD A. Jr.)** appointed Traffic Manager, KANSAS MILLING COMPANY, hdq. Wichita . . . **SPEID (ROBERT T.)** named Director of Traffic, FLINTKOTE COMPANY, hdq. East Rutherford, New Jersey . . . **THOMPSON (J. M.)** appointed Western Traffic Manager, NEWSWEEK magazine, hdq. Los Angeles . . . **WOLFE (DAVID)** becomes Traffic Manager WHITEHEAD & KALES CO., hdq. Detroit . . . **WARING (DABNEY T., JR.)** appointed General Sales Manager, BROOKS TRANSPORTATION CO., hdq. Richmond, Virginia . . . **ROSEWALL (ARTHUR A.)** becomes President, RYDER TRUCK RENTAL, division of the RYDER SYSTEM, INC., hdq. Miami . . . **OCKERMAN (FOSTER)** appointed Commissioner, DEPARTMENT OF MOTOR TRANSPORTATION, STATE OF KENTUCKY, hdq. Frankfort . . . **NICHOL (VICTOR E.)** appointed Southern Sales Manager, JOHNSON FREIGHT LINES, hdq. Nashville . . . **FRANKLIN (JANE)** that New York publicity gal, drops us a card from Hong Kong . . . and **SOMLYO (GUS M.)** studies GERONTOLOGY . . . **DENVER-CHICAGO** sets their sights on fifty million bucks in '60 . . . we'll look forward to **FRANTZ (WELBY)**, A.T.A. President, keynoting those C.R.C. sessions, Dallas come April.

WHEN THE ORDER SAYS "RUSH"...

...there's no better way to follow-through than by Greyhound Package Express! It's the unique shipping service that goes to many areas other services can't reach. And Greyhound Package Express is always "on duty" when you need it...'round the clock...even Sundays and holidays!



IT'S THERE IN HOURS

...AND COSTS YOU LESS!

When getting it there in a hurry means business, you can count on Greyhound Package Express! Your packages go anywhere Greyhound goes, by dependable Greyhound buses on their regular runs. That means you get service **seven days** a week...24 hours a day...weekends and holidays! And you can send C.O.D., Collect, Prepaid—or open a charge account. For information, call any Greyhound bus station, or write Dept. 5C, 140 South Dearborn St., Chicago 3, Ill.

CHECK NO. 24 ON HELP-O-GRAM CARD

March, 1960

Parke, Davis does World Trade at Jet speed via B·O·A·C

The distribution of drugs and vaccines to overseas markets requires careful scheduling in order to meet the requirements of the overseas customer.

This is one reason that Parke, Davis & Co. regularly uses BOAC Cargo service. During last summer's polio season alone, Parke, Davis made many shipments of 'Salk' vaccine to England. In quantities as large as 9,000 pounds. They arrived overnight!

Another reason for air distribution: BOAC's convenient flight frequency to the main markets of the world ensures minimum transit times from the end of the pro-

duction line to customers.

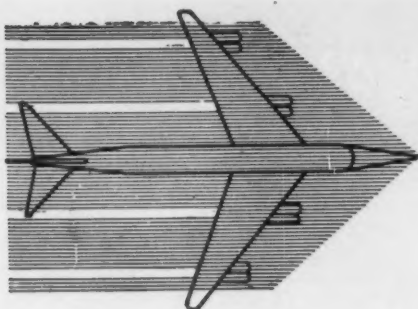
BOAC offers frequent convenient flights from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Montreal, Toronto. Offices also in Atlanta, Buffalo, Cleveland, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Vancouver, Winnipeg.

Air delivery ensures minimum spoilage and longer shelf life. Try BOAC next time!

Frequent flights means certain space for your shipment. For full information consult your freight forwarder, BOAC cargo agent, or any BOAC office.



CHECK NO. 25 ON HELP-O-GRAM CARD



AIR CARGO NEWS

A deep bow to Qantas Airways and the British Overseas Airways Corporation! The Australian and British sky cargo-and-passenger carriers recently rounded out a full 25 years of jointly flying the world's longest air route—the 12,000-mile Kangaroo hop between London and Sydney. Time to complete the trip in 1934, when the route was established: 12 days. Time today, aboard power-packed Boeing 707s and deHavilland Comet 4s: less than two days.

A word of warning to traffic executives! Air freight bill auditing this year will pose a number of serious headaches. Why? Because rates will be altered frequently all through '60. Suggestion: keep close tabs on all rate changes and alert your aides to keep abreast of fast-breaking rate developments.

Pan American World Airways has boosted its round-the-world jet flights from two to six weekly. Eastbound flights depart from New York every Tuesday, Thursday, and Saturday; westbound hops from San Francisco, every Tuesday, Thursday, and Sunday. New cities added to PAA's round-the-world jet system: Vienna, Munich, Ankara, and New Delhi.

Lufthansa German Airlines is all set to jet up and go! Utilizing Boeing 707-430s, the carrier will launch non-stop New York-Frankfurt jet service later this month. On tap for May: twice-a-week U.S.-Germany jet hops, originating in Chicago and San Francisco . . . The Scandinavian Airlines System's jet program is likewise ready to get off the ground. New York-Europe DC-8 service will be inaugurated on April 9th and Los Angeles-Europe hops on May 9th. By July, SAS expects to be flying a total of 21 U.S.-Europe jet flights per week: 18 from New York and three from Los Angeles.

The Civil Aeronautics Board has granted Linea Expresa Bolivar, C.A., a foreign air carrier permit to operate between Miami and points in Venezuela, via Jamaica and the Dutch West Indies . . . Rolling along: Braniff's Boeing 707 New York-Dallas, Dallas-Chicago jet service.

Keeping up with Air Union developments? The latest word is that the cooperative air undertaking—participants: Sabena, Air France, Alitalia, and Lufthansa—will move into high next month . . . For your address book: Irish International Airlines' new Philadelphia office is located at 1518 Walnut Street . . . Lufthansa's new cargo GHQ, at 410 Park Avenue, New York City.

Interested in U.S. air cargo minimum rates? Here are the minimums set by the nation's foremost sky freight carriers:

Aaxico, \$4; American, \$4 or the fee for 50-pounds, depending on which is higher; Braniff, \$4 or the fee for 50-pounds, depending on which is higher; Capital, \$4; Continental, \$4 or the fee for 50-pounds, depending on which is higher; Delta, \$5; Eastern, \$4; Flying Tiger, \$4 or the fee for 25-pounds, whichever is higher; National, \$4; Northeast, \$4; Northwest Orient, \$4; Riddle, \$5; TWA, \$4 or the fee for 50-pounds, whichever is higher; United \$4 or the fee for 50-pounds, whichever is higher.

For your memo pad: the Air Freight Forwarders Association will hold its annual dinner on April 8th. Place: New York's Waldorf Astoria Hotel . . . Just for the record, the latest tally by the Air Transport Association reveals that U.S. air carriers are currently flying more than 300 propjets and pure jets on regularly scheduled runs . . . Canadian Pacific Airlines has launched twice-a-week cargo-and-passenger service between Montreal and Rome. Aircraft: Turbo-prop Britannias.

United Air Lines has inaugurated DC-8 jet service between Washington and Chicago and Philadelphia and the Windy City . . . Braniff Airways has launched two new weekly cargo-and-passenger flights, designed to link the Southwest with points all over Central and South America. Operated every Wednesday, one of the new runs links Dallas; Houston; Panama; Bogota; Lima; Sao Paulo; and Rio de Janeiro. The other, operated every Monday, ties together Dallas; Houston; Havana; Balboa; Guayaquil; Lima; La Paz; Asuncion; and Buenos Aires.

Trans-Canada Air Lines and the British Overseas Airways Corporation have integrated their North Atlantic cargo-and-passenger schedules . . . Northeast Airlines is taking a good look at the U.S. East Coast's air freight potential. Shipping Management-National Hi-Way Shipper has been informed that the analysis may shortly lead to the introduction by Northeast of two-a-week all-cargo DC-6A flights linking Miami and Boston.

Shipping Management-National Hi-Way Shipper has learned that Slick Airways is studying the possibility of merging with a

non-aviation concern . . . Are a whole host of air freight forwarder mergers in the wind? Industry experts believe that the recent Pacific-Ace consolidation is only the first of many to come.

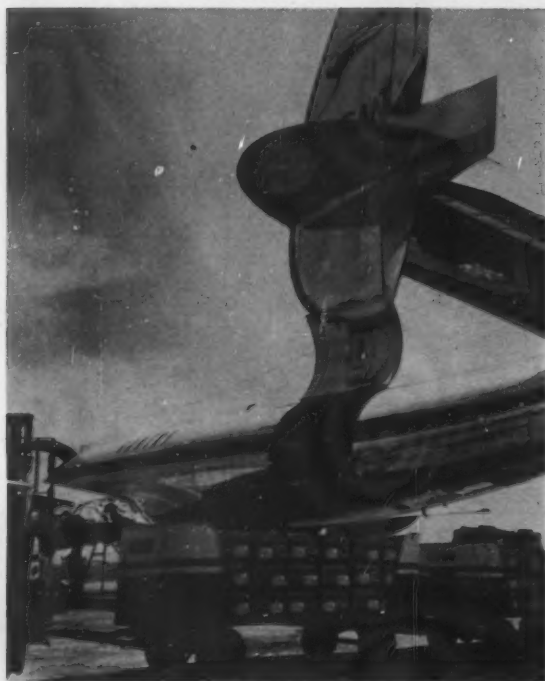
Sabena has launched twice-weekly Boeing 707 jet flights between Brussels and New York . . . Pan American World Airways has asked for an exemption order which would permit it to serve Brasil's new capital city, Brasilia . . . Eastern Air Lines DC-8Bs are now operating between New York and Miami.

WORLD'S L-O-N-G-E-S-T AIR HOP GETS OFF THE GROUND

The world's longest express air cargo service—the 12,000-mile run from London to Sydney, operated by the British Overseas Airways Corporation and Qantas Airways—is moving into high gear. Inaugurated last November, the weekly flight utilizes Super-H Constellation double-door aircraft and supplements two other weekly hops between Australia and England already in operation.

This latest boost in all-cargo service connects with BOAC and Qantas trans-Atlantic runs to provide air shippers with fast, dependable, economical sky freight transportation to key commercial points around the world. Singapore and Hong Kong are only

CHICKS GOING ABOARD QANTAS PLANE



part of the network along the route through India, the Middle East, Europe, and London, connecting with New York.

BOAC cargo-passenger flights from the U.S. to Tokyo and Hong Kong complete the service, providing shippers with a fast turn-around for goods which may become dated quickly or are marketable only on a seasonal basis.

What are Australian consignors shipping via Qantas-BOAC? A shipment made recently consisted of 365 boxes of day-old chicks—18,250 chicks, in all—destined for Malayan markets. Another typical consignment: a Goggomobile sports car destined for London.

First-Class Care...Low Freight Fare



ROYAL Treatment for RIDDLE Cargo!

Well, maybe it isn't quite like this. But, cargo does travel first-class on Riddle Airlines.

No delays on the ground . . . no bumping . . . no "Slow-Boat-to-China" milk runs. With Riddle, cargo is shipped "T.N.T."—Tonight Not Tomorrow!

When you ship by air, get first-class care. Ship by Riddle . . . and relax!



Executive Offices
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U.S. Scheduled Air Cargo Route 109 and 120
WORLDWIDE INTERLINE CONNECTIONS

NATION'S LARGEST NORTH-SOUTH ALL-CARGO AIRLINE

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March, 1960



The Only Fully Interchangeable Volume★Van Line...

The Only Stainless Steel Vans and Reefers...

The Only Proved Automatically Welded Tank-Trailers...

The Only Nationwide Factory Branch Service...

The Only Complete Leasing and Financing System...

The Only Trailer Builder Serving You Fully.



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Fruehauf Trailer Company

Detroit 32, Michigan

Los Angeles 58, California

For Forty-Six Years—World's Largest Builder Of Truck-Trailers!

NEW

NEW products

electronic tape machine

Unveiled by Diagraph-Bradley Industries: a gummed tape dispenser designed to deliver from 9" to 60" of tape electronically. Special features: two easy set tape lengths, interchanged easily, and one random tape length for visual operations.

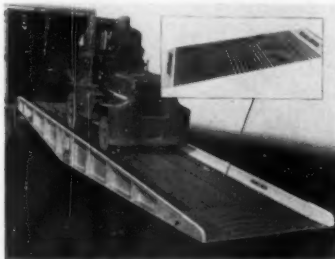


Hardened self-sharpening tool steel sheers reportedly enable the unit to cut either kraft or reinforced tape with no adjustment. Other key facets include adjustable width dividers, to handle tape from 2½" to 3" wide, at a rate of 40" per second; a plastic water bottle; a thermostatically controlled heater; two moistening brushes; foot switches; and printing attachments.

(Check 85 on Help-O-Gram)

all-grating ramp

Now you can keep your loading-unloading operations moving at top-speed, even in the worst weather. How? By using a new mobile loading ramp featuring a heavy duty, all-grating surface.



Manufactured by Magline, Incorporated, the ramp is designed to eliminate the build-up of snow, mud, oil, and grease and to provide safe, clean all-weather traction. The unit's grating sur-

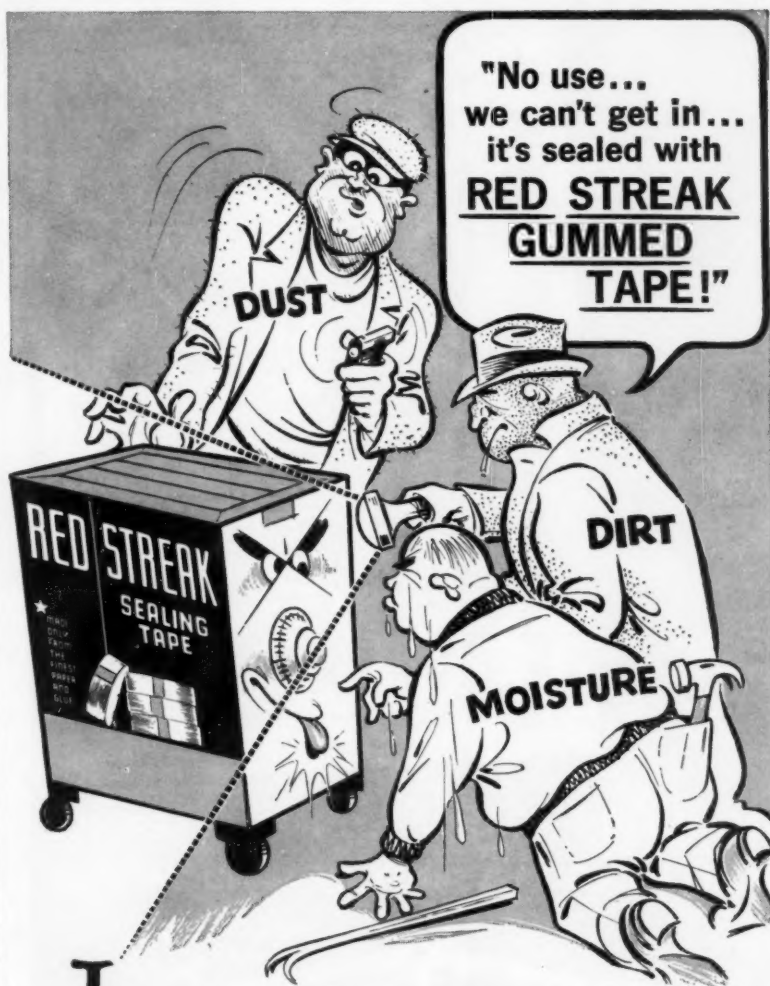
March, 1960

face extends from curb-to-curb throughout the entire length of the traction area. Serrated tracks, moreover, are set into the grating surface to provide positive wheel traction and are available in vary-

ing tread widths to meet different power equipment requirements.

Produced of lightweight aluminum, the ramp is available in two widths—58" and 70", and in 30' and 36' lengths. One man reportedly may handle it quickly and efficiently.

(Check 86 on Help-O-Gram)



If those three packing evils, Dust, Dirt and Moisture, are stealing good taping results away from you, try Red Streak. Fact-proving samples, technical help are yours for the asking. Just contact:

THE BROWN-BRIDGE MILLS, INC., TROY, OHIO

New York, 6 E. 45th St. • Philadelphia, 215 Ford Road, Bala-Cynwyd, Pa. • Chicago, 608 S. Dearborn • St. Louis, 4378 Lindell Blvd. • Ft. Worth, 2416 Cullen St. • San Francisco, 420 Market St.

CHECK NO. 28 ON HELP-O-GRAM CARD

trailer "lock"

Problem: safeguarding in transit freight from theft and pilferage. Electro-Dial's solution: a new tumbler-less, key-less, electrical locking system.

Actually an electrical switch, the lock is operated by dialing the correct three number combination to open or close an electrical circuit. Electro-Dial units, reports the manufacturer, may be installed on a truck trailer quickly and easily and may be changed with equal facility.

How may the device be utilized most effectively? Declares the producer: "Only authorized persons need know the combination for a given trip. The correct numbers may be phoned into the point

of destination. On the return trip, moreover, the numbers may be changed again. This can be done for each trip—guaranteeing in transit freight maximum protection from theft and from pilferage."

(Check 87 on Help-O-Gram)

impact recorder

An impact recorder, housed in a rough and tough transparent Tenite butyrate plastic case, is now available from the Impact-O-Graph Corporation.

Consisting of a pendulum whose movements are recorded on tape by a

stylus, the mechanism determines the amount of shock various products can withstand accurately and efficiently. The unit's tape may be read through the impact-resistant butyrate without disassembling the case.

Combined with other sensitive testing components, the *Impact-O-Graph* records one, two, or three-dimensional movement, indicating acceleration and deceleration, as well as impact and shock over a wide range of G intensities.

(Check 88 on Help-O-Gram)

weighing equipment

Want to expedite commodity packaging? A new scale, now being marketed by Detecto Scales, Incorporated, may be just what you need.



The two-man *Speed Packaging* unit may be used for straight or predetermined weighing. It incorporates an over-under dial head, which is fully enclosed and protected from moisture and grime; a curved, lithographed, easy-to-read dial chart; and a lever system based on the precision even-balance principle.

The scale's notched beam has bold legible figures and graduations on a black background. Its extra-large galvanized pan is so hinged that commodities may be tipped directly into bags or containers.

(Check 89 on Help-O-Gram)

interior packaging

High energy absorption and resiliency are incorporated in an improved internal cushion packaging material created by the Armstrong Cork Company.

Labeled *Reslo-Pak*, the plastic material reportedly retains its physical characteristics from minus 85 degrees (Fahrenheit) to 175 degrees. It is said to be dimensionally stable at normal temperatures; non-abrasive; non-dusting; and non-hygroscopic. An added feature? The material may be die-cut to form a variety of positioning shapes which previously had to be molded.

Reslo-Pak, reports Armstrong, is ideal as an interior cushioning and positioning material.

(Check 90 on Help-O-Gram)

NOVELTY MANUFACTURING COMPANY

Machinists, Engineers • • • Engine Room Supplies
Metallizing • Welding

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December 17, 1959

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On a recent emergency order of a speed reducer from Dodge Manufacturing Company, you picked the shipment up in Chicago on a Friday afternoon and delivered it to our dock in Sioux City at 8:55 on Saturday morning.

It is our understanding that not only is this overnight service over a distance of 520 miles, but also that most carriers close down their pick-up and delivery operations on Saturdays.

Please accept our thanks for a job well done. All future shipments from Chicago or the east, will be routed Independent Truckers from Chicago.

Yours very truly

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BY *James A Olson*

James A. Olson

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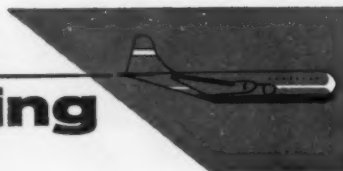
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CHECK NO. 30 ON HELP-O-GRAM CARD

March, 1960



HELPS for better shipping



FLEXIBLE ROUTING, trouble-free shipping. The latest in highway go-how is the specialty of this carrier. Check 1 for details.

FAST SERVICE on LTL shipments and second morning deliveries, Great Lakes to Gulf. Check 2 for info.

BREAK BOTTLENECKS in addressing multiple shipments by typing stencil on typewriter and then printing with special applicator. Check 3.

FASTER, SAFER, MORE DEPENDABLE. Get one-carrier direct trucking service coast to coast. One-carrier responsibility. Check 4.

TERMINALS AND OFFICES in principal cities, long experience help this trucking company give speedy information. Check 5.

SERVICE AND SPEED are the specialties of this highway carrier. Check 6.

READY TO SOLVE the toughest traffic problem is this motor carrier. Check 7 for details.

SERVING THE EASTERN SEABOARD. Reliable, speedy, safe motor freight service. Check 8.

DAILY, CONSISTENT, DEPENDABLE motor freight service. Linking 20,000 business centers. Sound good? Check 9.

END YOUR SHIPPING WORRIES. Fast deliveries; safe handling; full cooperation. Check 10 for details.

SHIPPING PROBLEMS vanish when this experienced carrier handles your freight. Check 11 for info.

EXPERT, SAFE HIGHWAY SERVICE. Details? Check 12.

MOTOR FREIGHT problems vanish when you turn your shipment over to this carrier. Interested? Check 13.

EFFICIENT, FAST motor freight pickup and delivery account for the leadership of this motor freight carrier. For more details, check 14.

COMBINE THE STRENGTH OF STEEL and the light weight and resilience of wood . . . for superstrong wirebound boxes. Check 15.

FAST, DEPENDABLE TRUCKING. Want the facts? Check 16.

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SPEED AIR CARGO AND CLERICAL WORK with this airline. Less forms to fill out, simpler documentation. Check 25.

SKY CARGO is this carrier's one and only business. Fast, expert, efficient service. Check 26.

MONEY-MAKING BACKBONES of leading carriers' fleets are the trucks made by this company. Check 27.

CARTONS CAN'T TEAR or open in transit if you use this reinforced gummed sealing tape. Check 28 for info.

CHICAGO-TO-OMAHA over-the-highway service. Check 29.

HELP-O-GRAM

March 1, 1960

For more information on any advertisement or keyed editorial item, fill out the card below, check the appropriate key numbers, detach, and mail to: **HELP-O-GRAM** Department, Shipping Management-National Hi-Way Shipper, 425 Fourth Avenue, N.Y. 16, New York.

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new products

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March, 1960

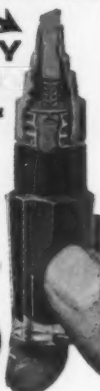


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42

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GET YOUR AIR FREIGHT to Europe, the Middle East and Africa faster with this line. Daily flights and automatic bookings. Check 31.

MARKS METAL or a variety of other materials. Efficient, easy to use marking device. Check 32.

TRAFFIC COURSE at home compiled by 175 prominent traffic executives. For further details check 33.

LET ONE DELIVERY, PICKUP DO THE JOB. Connecting line service on shipments to all states. Want the facts? Check 34.

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SAVE TIME, SAVE MONEY on one of the nations' outstanding highways. For further information, check 36.

ADDRESS SHIPMENTS THREE TIMES FASTER with this new method. You roll on the address like rolling a rubber stamp. Check 37.

YOUR MOTOR FREIGHT is in good hands when you use this outstanding over-the-highway carrier. Check 38.

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MIDWEST TO KNOXVILLE, Eastern Tennessee, Virginia and the Carolinas. Second morning delivery. Direct, through service, Check 45.

Think jets are new? Guess again! The first true jet flight in history was made in the summer of 1939—over 20 years ago—in Germany. Plane: a Heinkel 178.

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TRAFFIC and MOTOR TRANSPORT EXECUTIVES!



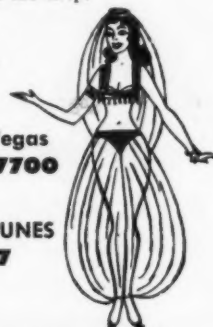
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Shipping Management — National Hi-Way Shipper

integrated distribution vital to increased company profits

How can industry slash its traffic-transportation costs and more effectively meet the demands of customers for faster, smoother deliveries? "Through integrated distribution management," declares Philip F. Cannon, vice president of Barrington Associates, a New York City management consulting firm.

"The assigning of definite responsibility for distribution as a distinct management function," Mr. Cannon holds, "can help to reduce the mounting costs of moving goods from the factory to the customer."

"In the average company today, there are so many gray areas of unassigned responsibility for distribution that it's little wonder costs are so high. Unfortunately," the management expert points out, "this is one time where two grays don't result in black. Inevitably, they show up in red on a company's balance sheet."

In Mr. Cannon's estimation, integrated distribution can point the way to higher profits, through slashed traffic-transport expenditures. However, he warns, management should not embrace the idea of integrated distribution as just another management fad. "Centralizing responsibility for distribution is not a case of empire-building. It's just plain good business common sense."

According to Mr. Cannon, the management functions which should be centralized under one executive—frequently called a Distribution Manager—include some currently under Sales and Manufacturing. These include: traffic; finished goods inventory control; branch warehouse location and operation; finished-goods materials handling; packing design; customer order-processing; and certain phases of customer service.

new shipping centers to rush merchandise to Ward customers

Super-efficient distribution centers, raised in key cities around the nation, are Montgomery Ward & Company's approach to slicing shipping-storage-handling costs and stepping up service to its far-flung customers.

Typical of the facilities the firm is building is the unit now going up in Baltimore. Designed to service 66 retail stores in 11 states—Maryland; Pennsylvania; Virginia; West Virginia; North and South Carolina; Georgia; Alabama; Florida; Ohio; and Tennessee—the massive one-story structure will be endowed with 515,000-square feet of floor space. It will be equip-

ped with the most modern handling and storage components available and will feature high-speed truck loading procedures and devices, geared to expedite the dispatching of the semi-trailers the center will rely on to haul its outbound goods.

According to Ward officials, because of the facility's setup and its effective use of highway vehicles, most of the 66 retail stores dependent on the Baltimore unit will be serviced in 24 hours.

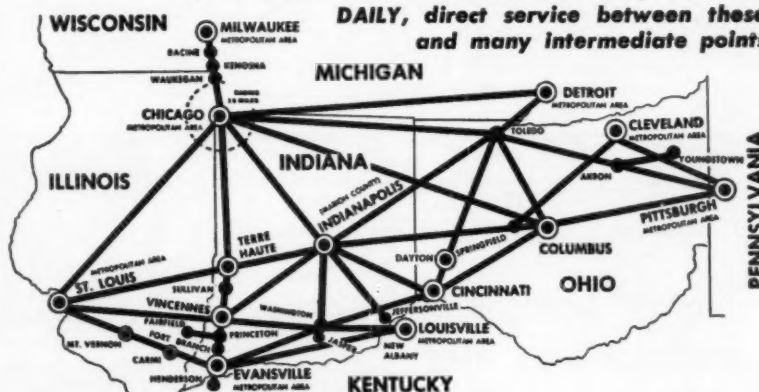
Scheduled for completion later this year, the Maryland center will

be the fourth of 10 major facilities Ward is establishing under its \$500 million improvement and expansion program. Other shipping units have already been opened in Detroit; Kansas City; and San Leandro, California.

Declares Montgomery Ward's eastern regional general manager, Keith A. Brooks: "Construction of our Baltimore distribution center will provide maximum service to customers. It will also help the company to minimize the time, effort, and cost involved in handling shipments."

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Connecting line on L.T.L. and T.L. shipments to all States other than those served by Hancock.
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EVANSVILLE, INDIANA
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YOUNGSTOWN, OHIO
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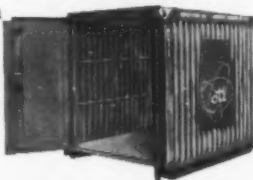
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*"Tollway time saving
makes possible more
trips per unit!"*



"Time saving is our primary reason for using the Illinois Tollway. Hauling steel from Hammond, Ind., to Milwaukee we save three hours, enough to give us profitable additional use of our units. Consequently, the toll charges we pay yield a substantial return to us."

By using the Tollway, truckers can minimize traffic delays, reduce cargo and equipment damage, save on fuel, cut repair and maintenance costs. The Tollway can help to complete runs on a faster schedule, even under adverse weather conditions.

Send for Free Tollway Truck Folder and Map.

ILLINOIS TOLLWAY

Hinsdale, Ill., Dept. 5E

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44



Truck Terminal

(Continued from page 9)

floor, preventing the carts from entering the shunt section.

When the appropriate trailer is ready, the pin is pulled. The switch carts then roll into the line and proceed to their proper doors.

Declares Spector President W. Stanhaus: "This terminal incorporates a series of basic innovations in freight handling techniques. The emphasis has been placed on simple, dependable, proven mechanical principles.

"We've also tried to keep procedures as simple as possible," he emphasizes. "By minimizing the need for walking and searching by our dock workers, the system allows them to concentrate on the proper handling of all consignments. Then, by passing all freight through the control center, we are able to maintain rigid service quality control standards to guard against shortages, overages, and other errors—thus providing better service for our customers."



Each switch cart is equipped with a "countdown" device. Purpose: to help guide the cart to the correct door.

Aside from its "educated" handling system, the new terminal—tailor-made to the over-the-highway needs of motor freight users in the New York area and the prototype of 15 similar units to be built in other cities—features:

- A 351' X 97' dock.
- Some 52 doors. 32 of these doors are serviced by the shunt and 20 by conventional methods. The 32 shunt doors are expected to accom-

Shipping Management — National Hi-Way Shipper

moderate fully 90% of all the tonnage handled by the terminal.

- An electronic system automatically turning on yard lights when the daylight level falls below a predetermined intensity.

Spector Freight, however, is only one of the many motor carriers creating new, up-to-the-minute facilities to expedite their over-the-highway service to shippers.



Advanced in design and construction, switch carts like this one have upped efficiency, cut costs at Spector unit.

Opened by Associated Truck Lines, not too long ago, were two new terminals also incorporating the latest in terminal design and equipment. Locations: Chicago and Grand Rapids.

ATL's Chicago unit is comprised of a 275' x 80'-132' x 135' terminal area. It is endowed with 82 loading doors and features a 926' towveyor system utilizing 77 carts.

Purpose to expedite ATL's handling of motor freight inbound and outbound from Chicago. Result: just that!

Pacific Intermountain Express, meanwhile, is currently hard at work blueprinting a new terminal for Salt Lake City. PIE officials report that the center will feature an 80' x 310' dock; will be endowed with 54 doors; will embody a system of systemized yard traffic patterns; and will use an extensive network of dock carts.

Other motor carriers, from coast-to-coast, have already constructed or are blueprinting similar facilities, as they move ahead with their ambitious plans to lift the efficiency, utility, and dependability of motor freight to a new high.

wirebounds rip Ingersoll-Humphryes' packaging costs

Borg-Warner's Ingersoll-Humphryes Division was fed up. Every time cast iron plumbing fixtures were to be shipped, the unit's Crate Making Department had to put together a special wooden box in which to transport the components.

Consequence? Soaring packaging material and labor costs and frequent shipping delays.

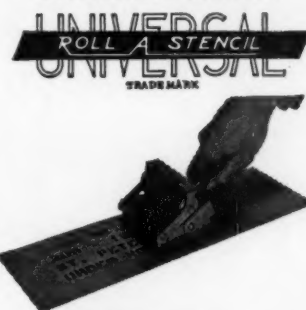
Not anymore, though. Tired of the inefficiency of its packaging procedure, not long ago the Mansfield (Ohio) plant called in a wirebound box expert. Together with company control and packaging personnel, he came up with a custom-engineered wirebound crate, tailor-made to the division's shipping needs.

Today, cast iron plumbing fixtures are being packed in wirebounds a lot faster, more economically, and far more effectively than they were under the Ohio unit's former setup.

The division estimates that it has hacked its packaging labor and material costs by 33%; reduced tare weight on shipments drastically; and boosted its packaging production by a whopping 50%. Another vital saving: the closing down of the special Crate Making Department.

NEWEST - FASTEST!

STENCILING METHOD



- **THREE TIMES FASTER** than brushing or spraying for production stenciling of cartons and boxes.
- **MOST ECONOMICAL ROLLER METHOD.** ROLL-A-STENCIL INK costs less than 1/3 the price of other roller inks. Available in black and 5 colors.
- **PATENTED TWIN ROLLER DESIGN** gives neat as print stenciled impressions in one fast stroke.
- **30 SECONDS TO INK** special self contained ink roller. One inking lasts up to 1000 stenciled impressions.

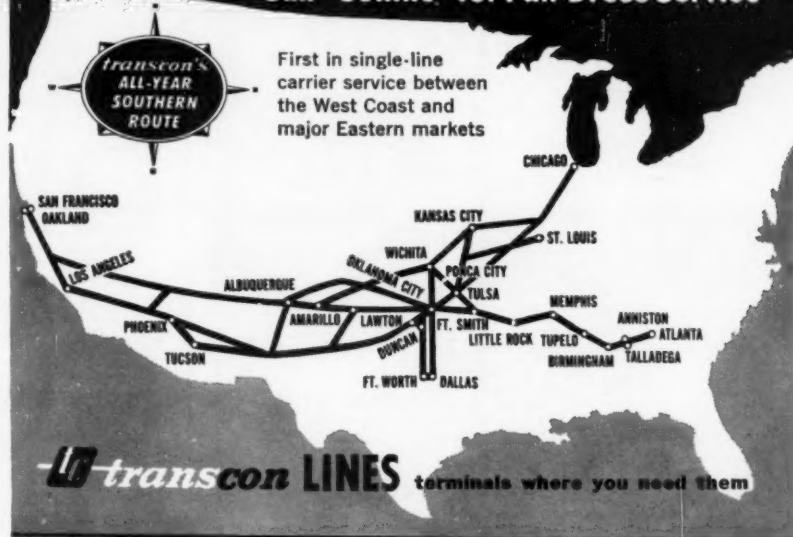
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WHY MINNEAPOLIS-MOLINE IS "SOLD" ON SEAWAY SHIPPING

● It won't be long now before the St. Lawrence Seaway swings into its second full year of operation. **Outlook:** terrific. **Prediction:** boosted tonnage hauled; a number of key improvements in service; and more mid-American concerns using the Seaway than ever before.

Typical of the firms utilizing the waterway last year was the Minneapolis-Moline Company. M-M dispatched the largest single machinery shipment to travel to date via the St. Lawrence.



Consisting of 100 power-packed tractors (gross weight: 653,000-pounds) the machinery consignment was boxed, forwarded, and delivered to M-M's Spanish distributor, Miguélnos, S. A., Madrid, quickly, easily, and efficiently.

Crated, the tractors were moved overland from Minneapolis to the port of Milwaukee. There, they were given a final check; loaded aboard an express cargo vessel; hauled down the Seaway and across the Atlantic; unloaded at Barcelona; and hauled overland to their final destination.

Damage? None. Cost of moving the tractors? Significantly lower than had they traveled any other way. Result? Intensified Minneapolis-Moline interest in utilizing the Seaway this year for similar shipments.

Bubble building boosts storage space at Procter and Gamble

● An inexpensive, mobile, highly effective "bubble building" has upped available storage space at Procter & Gamble's Staten Island (N.Y.) plant.

Utilized for the storage of a whole host of supplies and equipment, the ingenious air structure is made of sturdy vinyl-coated nylon. Though it may be erected or disassembled in less than an hour, in use the unit is fully capable of resisting heavy snows, hail, rain, and high winds. Sand ballast and screw anchors hold the structure firmly to the ground.

Shipping Management — National Hi-Way Shipper

Basically, P & G's "bubble building" is supported by low pressure air, supplied by a small blower. It is snug and comfortable for handling and storage personnel in even the coldest weather, thanks to an extremely efficient, low cost small heater venting system.

Entry-way "vestibules" permit easy, safe access for both men and handling components with no noticeable inside air pressure loss. Another P & G "bubble building" feature: 100% usable interior space, due to the fact that the structure requires no room-consuming inside supports.

When not in use, the air structure may be folded or rolled so compactly that it will fit into a small box or bag. Thus, it may be stored easily—and in an absolute minimum of space—until it is needed again.



● *Today's Challenge in Packaging and Handling* was the theme of last month's highly-successful Fifth Military-Industry Packaging and Materials Handling Symposium held in Washington.

Fully alert to the fact that the obsolescence rate of current handling and packaging concepts, materials, and equipment is the greatest in history, the three-day session placed special emphasis on innovation, new devices, and a completely new approach to packaging and handling—geared to enable industry and the nation at large to overcome present packing-handling headaches.

Topics discussed and analyzed included:

- The handling of missiles and missile components.
- Packaging for air drops.
- The geometries of effective packaging.
- International packaging ideas, equipment.

March, 1960



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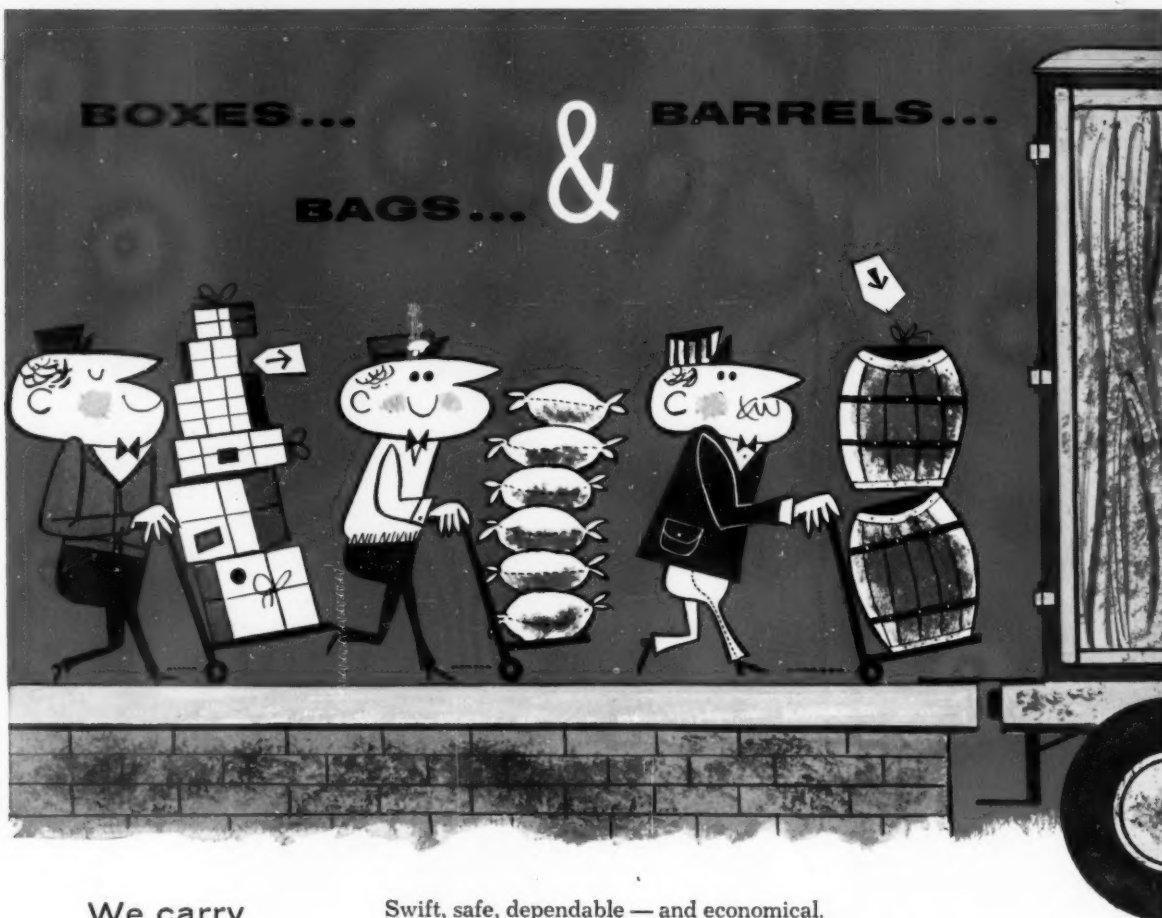
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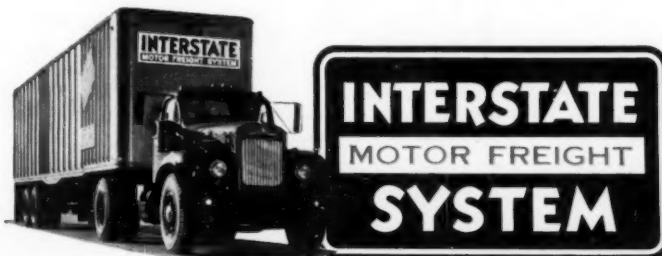


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